

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXV. NEW YORK, OCTOBER 19, 1898. No. 3.



By courtesy of the Los Angeles (Cal.) Times the following figures are reproduced. The Times selected the **Leading Daily** in twenty-two large cities, counted the advertising carried by each during two months of the current year, and their figures show

## The Philadelphia Record

in third place —  
and here's the actual count:

We've other proofs that The Record is in **First Place** in Pennsylvania, both in amount of advertising carried and circulation — that's why we say "**BOOKS OPEN TO ALL.**"

### Paid Circulation in September, 1898:

—Daily Edition—

**188,737**

—Copies—

Rate, 25c. per line.

—Sunday Edition—

**152,702**

—Copies—

Rate, 20c. per line.

**THE RECORD PUBLISHING CO.**  
Philadelphia.

#### Name of Papers.

	Total No. of Pages Issued.	Total No. of Inches of Advertis.
New York Herald.....	1438	63,801
Los Angeles Times.....	1220	62,465
Philadelphia Record.....	746	54,016
Boston Globe.....	976	50,372
Washington Evening Star.....	792	50,131
St. Louis Globe-Democrat.....	1124	46,635
Rocky Mountain News.....	728	42,199
Chicago Tribune.....		40,896
San Francisco Examiner.....	960	38,410
Atlanta Constitution.....	702	34,759
Minneapolis Journal.....	640	33,275
San Francisco Chronicle.....	962	33,231
St. Paul Dispatch.....	598	32,876
Pittsburg Times.....	428	32,786
St. Paul Pioneer Press.....	652	31,169
Los Angeles Herald.....	748	30,234
Indianapolis News.....	464	30,011
Baltimore News.....	490	28,365
Omaha Bee.....	744	27,837
Portland Oregonian.....	750	27,664
Louisville Courier-Journal.....	682	23,704
Los Angeles Express.....	436	21,460



## "COMFORT," THE SHORT CUT TO PROFIT.

One advertiser who has paid "COMFORT" over thirty-five thousand dollars in cash says although he has used thousands of other papers, "COMFORT is the greatest puller of them all." On a keyed test the number of replies from "COMFORT" alone equaled the combined total of nearly two thousand other papers. While this applies to an extensive advertiser, other patrons who have used only two lines at a time have received over two thousand replies from one insertion. Therefore, whether you have a great or a small advertisement,

"IF YOU PUT IT IN 'COMFORT' IT PAYS."

For space and particulars apply to any Agent, or direct to the Home office.

**W. H. GANNETT, Publisher, Incor., Augusta, Maine.**

Boston Office:  
John Hancock Bldg.

New York Office:  
Tribune Bldg.

Chicago Office:  
Marquette Bldg.

# PRINTERS' INK.

*A JOURNAL FOR ADVERTISERS.*

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXV.

NEW YORK, OCTOBER 19, 1898.

No. 3.

## THE IMPRINT QUESTION.

*By Edith R. Gerry.*

In PRINTERS' INK of September 22 I questioned the wisdom of an advertiser of cigars who allowed the man who prepared his advertisement to place his imprint thereon, contending that this imprint stamped the ad as artificial, and that it practically said the advertiser was not able to prepare his own announcements. I also said it was equivalent to a man's making a speech, and then saying in the programme that some clever fellow had written it.

In answering this article, which Mr. Bates does with considerable waste of energy, he presents some ridiculous and impossible arguments.

In the first place, he sweepingly asserts that I am "wrong from start to finish." It is natural, considering all points, that he should think so. However, I have as much right to believe that he is wrong as he has to believe that I am wrong, and—I believe that he is wrong from start to finish. If he is not, why does he not present some unanswerable arguments, instead of making a big noise and sidetracking himself all off the main road.

In the first place, Mr. Bates says: "My imprint is equivalent to a statement that I have looked into the business, and that the statements made in the ad are true."

Now, isn't that nice? To my plebeian mind it opens a great vista of possibilities. If an advertiser is not sure of his own business, or if he is unable to convince the public that he is telling the truth, all that is required on his part is sufficient influence to induce the great Mr. Bates to stamp his imprint at the bottom of his announcement. That settles it. The oracle has indorsed, and no one will dare to question.

Secondly, Mr. Bates says: "I believe it is as ridiculous to say that an imprint of this sort reduces the value

of an ad as to say that the stamp of a reputable silversmith decreases the value of an article. Most of us feel that the stamp of Gorham or Tiffany is worth paying for."

Mr. Bates seems to forget that the Gorham people manufacture their own silver, and evidently overlooks the fact that it would be strange, to say the least, if they did not use their own name. Mr. Bates also overlooks the fact that he is not a Tiffany or a Gorham in the advertising world, and that he also is not a manufacturer of cigars. As for the Tiffany part of it, Tiffany manufactures very few of the articles he offers for sale, but does he allow the name of the man who does make them to be stamped thereon? If he did, Mr. Bates' argument might have had more force.

Next he says: "Your correspondent says that an imprint stamps an ad as artificial. My imprint does nothing of the sort—it stamps an advertisement as true."

This is merely a reiteration of the statement that Mr. Bates is the embodiment of truth, and proves nothing.

Mr. Bates next says: "A man should no more be expected to write his own ads than to make his own shoes. Nobody believes that John Wanamaker sits up nights writing his ads. The fact that he employs some one to write them is just as apparent as if the writer signed his name."

Certainly a man should not be expected to write his own ads. I agree with Mr. Bates in this, but here he is slightly off the ground, because we are arguing the advisability, not of hiring some one to do the work, but of crying from the housetops that we have done so. Certainly no one believes that John Wanamaker sits up all night writing his own advertising, but John Wanamaker hires an advertising manager, who spends his days in the Wanamaker establishment, who has become a part of the establishment, and while he draws his goodly

salary is as much John Wanamaker to the public as John himself is. Besides, though this may be apparent, I have never seen the imprint of the Wanamaker advertiser on any of his announcements.

Mr. Bates goes on to say: "The average reader doesn't know anything about advertising specialists, and my name at the bottom of an ad, if it is noticed at all, would appear to be the imprint of an engraver."

Engravers very seldom are allowed their name on an ad which contains no picture. If no one will know why Mr. Bates places his imprint at the bottom of the ads, why does he do it? How about his argument regarding the "stamp of truth?" This last remark seems to take away something of its force. While it is true that every one does not know what an advertising specialist is, a very great many men do, and Mr. Bates himself is continually harping on the fact that one tiny little person is of so much importance that all the trouble in the world should be taken to gain his patronage.

Mr. Bates' next strong remark is: "An advertiser is not judged as to the literary ability in his ad. It is facts people want."

This is just my point exactly. This is just what the reader expects. If he sees the imprint of a specialist he naturally thinks that the ad is put out for literary effect. He knows that if the advertiser could have done it himself, he would not have hired some one else to do it for him.

Next Mr. Bates says: "There is no more reason for expecting a business man to be able to put his business facts in the most succinct form than there is for believing him capable of making the picture that adorns the ad."

Picture-making is a distinct business or profession; so is cigar manufacturing. The artist makes pictures because he knows he can do that best. Probably the cigar man makes cigars because he believes that he can do that best. We don't expect pictures from the cigar manufacturer, or cigars from the artist, but we do expect that each will be able to talk interestingly about his own work, if need be.

I wonder why it is that the majority of our large advertisers will not allow the imprint of any one on their announcements?

Allow me to repeat, I still believe Mr. Bates is wrong from start to finish.

### GODEY'S.

Talking of the absorption of *Godey's Magazine* by the *Puritan*, Frank A. Munsey says: People who are grandfathers and grandmothers to-day remember *Godey's* as their first introduction into periodical literature. Boston had not yet clamored to be known as the Athens of America, and New York was too busy becoming the financial center of the country to waste a thought on literary matters. Philadelphia—staid, respectable, steady-going—was conceded to be the fittest place for the output of refined brain work, and here, in 1830, Louis A. Godey broke ground for the cultivation of magazines in the United States. He called his venture *Godey's Lady's Book*, and the cover, an institution for many years, was light yellow, embellished with four oval pictures typical of the seasons of the year. Fashions played prominent part in the table of contents, and a highly colored picture as the frontispiece was the wonder of the day. *Graham's Magazine*, another Philadelphia institution, entered the field a few years later, and flourished for a while like the green bay tree of tradition, but lacked staying power, and died an early death. *Peterson's*, a third production of Quakertown, entered the list in 1842, and after many vicissitudes, was absorbed by *The Argosy* last May. The older magazine has not been long in following the younger in the termination of an independent career. These two publications kept close together in Philadelphia for many years; they removed to New York at pretty nearly the same time, and now they have come even closer together than ever before, having entered one house and become a part of the history of that house.

### THE POWER OF ADVERTISING.

The difference between a 40 cent chicken to go into the boiling pot and a \$40 dollar chicken to be used for exhibition or breeding purposes is largely a question of advertising.—*Agricultural Advertising*.

### WHY ARE WE VICTORIOUS?

Dewey Merritt Your Confidence?

YOU BET WE DO.

### WHY?

We travel **MILES** in order to give you a select stock; a line as strong as **Simpson**; a line that leaves you nothing to wish for you see it. We are **Schleser** and **Wolff** buyers; whether your place be **Hale** and hearty or **Long** and slim, we can accommodate it. We want to **C-U-H-A** customers of ours—we can suit you. The **Maine** question is, do you need brushes? If so, we've got the best there are. You need not take **Hobson's** choice either, as we have the largest and only exclusive **BRUSH STOCK** in Minneapolis. It will pay you to trade with U.S. We give better values than you can duplicate in this city.

	Regular.	Cut.
Listerine.....	\$1.00	65c
Mellen's Food.....	75c	55c
Pond's Extract.....	50c	35c
Austin's Antiseptic.....	\$1.00	85c
Swan Down Powder.....	25c	15c
Chocolate Almonds, lb.....	60c	35c
Writing Paper, box.....		10c
Hot Water Bottles.....	75c	50c

Cut Prices on Patents, Sundries, Etc.

**WEBSTER & CHURCHILL**

Nicollet House Drug Store.

A FREAK from the Minneapolis (Minn.) Journal of Sept. 29th.

# The Saturday Evening Post

Established 1728

By Benjamin Franklin

Has more than one hundred and fifty thousand paid subscribers, and is increasing from 3000 to 5000 daily, as a result of newspaper advertising.

Advertising rate, one dollar per line.

The Curtis  
Publishing Company

Successors to Benjamin Franklin

Philadelphia

## IN NEW YORK CITY.

No sensible man thinks he can appeal to all the people in New York City by advertising in one paper, but there are many who believe they can name one that will reach a larger portion of New Yorkers than any other. Opinions vary, however, and if twelve men should be selected and each one asked to name the paper that is more carefully read by the greatest proportion of the residents of New York, the chances are that among them no less than six separate papers would be given preference.

NAME OF PAPER.	Advertising Charge per line.
COMMERCIAL ADVERTISER.....	15
EVENING POST.....	20
EVENING TELEGRAM.....	20
HERALD.....	50
JOURNAL (morning).....	35
EVENING JOURNAL.....	30
JOURNAL OF COMMERCE.....	20
MAIL AND EXPRESS.....	20
NEWS.....	30
PRESS.....	30
STAATS-ZEITUNG.....	22½
SUN (morning).....	40
SUN (evening).....	30
TIMES.....	25
TRIBUNE.....	30
WORLD (morning).....	40
WORLD (evening).....	40

The foregoing list of conspicuous New York dailies is arranged alphabetically so as to avoid giving any clue to PRINTERS' INK's opinion and against the name of the paper is set down the rate charged per line for advertising in it. Every reader is invited to put a cross-mark against the name of the paper he thinks the best selection for an advertiser who will use but one, and then tear out this page and send it to the editor of PRINTERS' INK. If unwilling to mutilate his copy of the paper a communication by letter or postal card will do as well.

**Just Think of It!**

# The New York Times

**ONE CENT.**

**"All the News That's Fit to Print."**

*From the New York Times, Monday, October 10th:*

The price of THE TIMES is reduced from three cents a copy to one cent throughout the city of New York, beginning with the issue of this morning. Outside the city the price will remain at three cents, and no change will be made in the price of THE SUNNY TIMES, which will as heretofore be sold at five cents within and without the city. The monthly, half-yearly, and yearly subscription price of the paper to out-of-town subscribers remains unaltered.

It is the price of the paper, not its character, that is changed. In appealing to a larger audience THE TIMES by no means proposes to offend the taste or forfeit the confidence of the audience it now has, already large, discriminating and precious to it as lifelong friends. That statement we make in full sincerity and firm resolution. We wish to make it with all possible emphasis, so that no reader of THE TIMES in the past need scan the columns of this morning's issue or of any subsequent issue with the least misgiving or apprehension lest the reduction in price may be concurrent with a lowering of tone and quality. The old readers of THE TIMES and the new shall find it a clean, truthful, carefully edited newspaper at one cent, a paper which recognizes its obligation to give its readers all the news, but values its own high name and their respect too highly to put before them the untrue or the unclean, or to affront their intelligence and their good taste with freaks of typographical display or reckless sensationalism.

The reasons and the reasoning that have led the management of THE TIMES to take this business step it may not be out of place to state.

During the past two years THE TIMES has made a large advance in circulation. The gain in sales during the past business year of the paper ending on Sept. 1 was substantial and gratifying. From week to week without interruption up to this very day the increase has continued, and there was every reason to expect in the future, even without any reduction in price, a steady augmentation in the number of readers of THE TIMES. This sure and constant growth of its audience has been a convincing assurance that its policies and its kind of paper was acceptable to the American people liked to read. As to that the management of THE TIMES has not been left in doubt or dependent on conjecture. New and old readers of the paper have not only shown that they liked THE TIMES by reading it every day, but they have taken pains to say that they liked it. The words of praise and commendation which THE TIMES has of late received from its readers and the public are without precedent in the history of the paper for their frequency and heartiness.

No paper, however, ever increases in circulation fast enough to satisfy its conductors. It has seemed to the management of THE TIMES that, while the growth of its sales was steady and substantial, it was too slow; that while its circu-

lation has reached a large figure for a newspaper of its character, it ought to be larger. Everybody appeared to praise THE TIMES, and what everybody praises pretty much everybody ought to have and enjoy, and not. This reasoning led the management to the conclusion that the high price of THE TIMES was an obstacle to its rapid increase in circulation. Three cents a day is very little, but the monthly bill of the newspaper for a three-cent paper is visibly and substantially larger than the bill for a one cent paper. Beyond doubt price makes a difference to a vast number of persons, even if the sum involved be small.

The proposition that many thousands of persons in this city of three and one-half million souls buy and read one-cent newspapers chiefly on account of their price and no on account of their character or quality seemed sound. We believe these thousands would like to buy and read a newspaper of the character and quality of THE TIMES in preference to, or, let us generously suppose, in conjunction with the papers they have been reading. The number of persons in the city, young and old, who are educated, intelligent, refined, and who by reason of their education refinement and intelligence, would prefer to read a newspaper not given over to vulgarify and madhouse methods, must be very great. These men and women eschew vulgar companionships and abhor unclean associations. Why should not their newspaper reading be on the same plane as their daily conduct and conversation?

THE TIMES has determined to extend its appeal beyond those readers with whom quality is indissoluble and price a matter of no consequence to the presumably much larger number of persons to whom both price and quality are of consequence. By reducing its price to one cent THE TIMES removes every obstacle suggested by economy or necessity. It puts before the people of New York a clean newspaper of high and honorable aims, which prints all the news that is fit to print, and expresses its editorial opinions with sincere conviction and independence. It offers a high class newspaper at the lowest price.

THE TIMES expects by its step to bring within its circle of readers a host of men and women who are not at present acquainted with it. We expect them to become its friends. We think many readers of other newspapers, finding that THE TIMES costs but one cent, will add it to their daily purchases or orders. We hope to gain their lasting esteem and confidence. Making this reduction in price in the midst of an important political campaign THE TIMES has an opportunity to make known to new readers the candor and fairness of its editorial discussions and the fullness and impartiality of its news reports. Receiving the full Associated Press service and having special correspondents at all important centers, news reports of THE TIMES are full and comprehensive.

**ONE CENT.**

**The New York Times.**

# The Modern Bicycle

A COMPLETE  
REFERENCE BOOK  
FOR RIDER,  
DEALER AND MAKER.

*160 Pages.*

*150 Illustrations.*

**A History of the Bicycle  
from 1816 to 1899, showing  
the Improvements  
Made, Discarded and Re-  
tained up to the present  
time.**

"Never before has any newspaper gone so extensively and thoroughly into the design and construction of the bicycle as The Commercial Advertiser has done in the 160 pages which go to constitute this compact volume. The practical value of the volume can not be questioned. The book is one, as its publishers justly claim, which should be read and preserved by every rider, dealer and maker of a bicycle."—THE WHEEL, N. Y.

"The Modern Bicycle" will be sent, post paid, on receipt of *25 cents*.

There is a wealth of information which it will be a pleasure to have in so convenient a form.

C. W. DICKERSON,  
Prest. Sterling Cycle Works.

We desire to congratulate you upon having produced a very instructive and useful book to any one interested in cycling or the history of this great industry.

W. G. C. HUMES,  
Adv. Mgr. Pope Mfg. Co.

We find it a very comprehensive little book relative to the cycle industry.

T. M. RICHARDSON,  
Asst. Mgr.  
Monarch Cycle Mfg. Co.

It contains interesting matter which we shall be pleased to examine carefully.

C. E. LOZIER,  
H. K. Lozier & Co.

We congratulate you on the good work you have so successfully accomplished.

MCKEE & HARRINGTON.

## The Commercial Advertiser

PUBLISHERS

29 Park Row, New York

## MR. BATES' MASTERPIECE.

"Short Talks on Advertising" is the name of a dainty 200-page book recently issued by Charles Austin Bates at one dollar a copy. It is interestingly and readably written—more readably than one would believe possible on so hackneyed a subject as advertising—and is illustrated by pictures intended to lend a humorous turn to many of the sentences in the text. For those who want a general idea of advertising principles the book will be found valuable, and even the readers to whom its subject is more than familiar will find it an interesting companion for a leisure hour. It is full of apothegms, every one of which rings with a true note. The following examples are culled from the book, and are sufficient to prove Mr. Bates a strong and original thinker on all matters pertaining to advertising:

ADVERTISING is business news.

ADVERTISING is business insurance.

It is continuous effort that pays in advertising.

A READABLE ad in a readable paper will be read.

MAKE your ads strictly true in letter and in spirit.

Don't be too distinctly original in your advertising.

ADVERTISEMENTS should never be prepared in a hurry.

WHAT people want in an ad is exact, definite information.

NO SCHEME of publicity is complete without the newspaper.

The best paper covers the cream of the trade in any section.

The honester you can be in your ads the better people will like it.

Don't try to tell all you know about the whole store every day.

It is better to advertise a little bit too much than not quite enough.

No PERMANENT success was ever built on a foundation of humbug.

TELL something—tell it true, and in the best papers—and it will pay.

There is no business or profession which advertising will not help.

A GOOD advertisement in a good paper will always bring good results.

It is always better to advertise a little too much than not quite enough.

ADVERTISING is the greatest of all modern engines for facilitating business.

SOME way or other, it always happens that the judicious advertiser succeeds.

BACK of business success are earnestness, energy, persistence, concentration.

Don't look too closely at the amount of space that the ad is going to occupy.

It is easy enough to make an advertisement interesting if one only thinks a little.

ADVERTISERS are becoming more careful and more scrupulously truthful every day.

ADVERTISING is merely telling people in a telling way what you can do for them.

A TEN-DOLLAR ad that is effective is less expensive than a one-dollar ad that is not.

Be sure you are doing enough in the best paper before you think of adding another.

It is the systematic, persistent effort that pays in advertising as in everything else.

EVERYTHING that connects a name and a business in people's minds is advertising.

A LITTLE advertising may be unprofitable when a great deal would pay handsomely.

ADVERTISING is the most important thing about any business. It is the vital spark.

Use small advertisements when you have to, use big advertisements every time you can.

You will always find that the best papers give you more for your money than any other.

ADVERTISEMENTS are read more now than ten years ago, because they are more readable.

If an article has any value or any utility at all it can be sold by letting people know about it.

ADVERTISING what you haven't got or what you don't do is worse than not advertising at all.

EVERY advertisement that goes into a newspaper ought to contain some definite information.

To BRING really adequate returns, advertising should be freshened by frequent changes of copy.

CUT off the inconsequential papers if you have to, but always keep your ad in your best papers.

The best place to put an advertisement is in the paper that enjoys the confidence of the community.

A SMALL advertisement is better than none, but it isn't so likely to bring profitable returns as a big one.

BETTER put an eight-dollar ad in a ten-dollar space than to put a ten-dollar ad in an eight-dollar space.

THE advertisement of the future will be one that will leave out any idea of being funny or "catchy."

Don't expect the newspapers to do it all. Look out for the show window and the cases and counters.

ADVERTISING, reduced to its lowest terms, is merely asking people for their trade. That's all there is of it.

It is safe to say that nobody whose trade is worth much will fail to be a subscriber to a daily newspaper.

ADVERTISING is the insurance of business, but you must keep up the premiums or the policy will lapse.

The successful advertiser must be always alert and must never take his hand off of the advertising rudder.

ADVERTISING is business medicine, and should be taken in such quantities and at such times as it is needed.

ALL men who advertise are not successful, but, with rare exceptions, all successful men have been advertisers.

The more a man spends for newspaper advertising the more positive he is in his belief in the result that it brings.

The newspaper is sometimes blamed for the ill success of an advertisement, when the real fault is right in the store.

A man who advertises a little bit and quits is sure to lose his money, and is sure to get erroneous ideas into his head.

The best paper in which to advertise is the one which possesses the confidence of the community in the highest degree.

A PECULIAR thing about the road to business

success is that it runs uphill—if you stop pushing your ball it will roll down.

ADVERTISEMENTS are becoming more truthful every day. Business men know that their news must be true or it will fail.

PEOPLE read advertisements more than they did a few years ago. The reason is to be found in the advertisements themselves.

USUALLY the things that cost the least are the most expensive. Advertising that costs very little usually amounts to very little.

DON'T think one paper high-priced because the rate is a dollar an inch, and another one low-priced because it is ten cents an inch.

THE first advertising that is done is merely preparatory. It introduces the advertiser to his public; it gains acquaintance for him.

THE very fact that only a few merchants are wise enough to advertise in dull seasons makes it all the more profitable for those who do.

IF you can only advertise in a small way, pick out the best paper in your territory and spend all of your advertising money in that.

IT is continuous, consistent, courageous, intelligent advertising in the best newspapers that always and infallibly brings good returns.

THE advertisement that pays best is the plain, honest, forceful talk, written just as if the writer was talking to the reader face to face.

NEWSPAPER advertising is the best kind of advertising, because it will carry the information to more people for less cost than any other kind.

THE mere fact that a man advertises is by no means an insurance of business success. He must give constant, careful thought to the subject.

IT isn't such a hard thing to write good ads; it is mainly a question of taking time enough and giving the matter the requisite amount of thought.

EVERY advertisement should have careful consideration. All the discrepancies should be eliminated. No careless statements should be allowed.

A GOOD advertisement will always bring profitable returns, if placed in a paper whose price for space is based on an honest circulation statement.

MEN who are not honest—who do not keep their promises—whose advertisements mislead, and whose stores disappoint—they had better let advertising alone.

IF all the money that is wasted in worthless media were concentrated in the best paper, it would carry a good advertisement straight through the dull season.

ADVERTISING a new business is, to a certain extent, like advertising in the dull season. It is the after effect that must be looked at and not the immediate returns.

SOME advertisements become in a way a department of the paper, and people look for them every day with as much zest and pleasure as they turn to any other feature.

IF you have never advertised before in a certain paper it will take some little time for its readers to get acquainted with you, and until they do, don't expect much return.

WHEN you put your ad in the best newspaper in your community you are addressing the wide-awake, progressive part of the community. You are skimming the cream.

THERE is a lot of money wasted in advertising, because merchants are too economical with their space. It is much easier to waste money by using insufficient space than by using too much.

THE greater number of people who know

that a man is in business, and what he sells, the better his business will be. Advertising is the quickest and best way to impart this information.

THE selection of the medium is the first and most important point. The writing comes after. Even a bad ad in a good paper will bring some business. A good ad in a poor paper is sheer waste.

ONCE in awhile the one-time advertisement, on a special occasion, will bring good results, but not one time in a hundred, unless the advertiser has been fairly well advertised in the community before.

IF the paper is one that is looked to by the community generally as an authority on the questions of the day, it will make the people all the more likely to believe and pay attention to the advertising it publishes.

THE newspaper goes right into its reader's house—goes in and sits down with him. It is on the table when he eats, and in his hands while he is smoking after the meal. It reaches him when he is in an approachable condition.

THE chances are that a one-time advertisement, or a very small advertisement, will not pay. It is only continuous, persistent effort, and effort that is strong enough to make an impression, that will be found adequately profitable.

SOMETIMES circulars are good, but whenever you are contemplating issuing one sit down and figure up the possibilities—see how much space and how much circulation the cost of the circular would buy in such a paper as the Philadelphia *Record*.

THERE is nothing magical about advertising. It is one of the tools of trade, just as a chisel is a tool of carpentry. The man who handles the chisel properly can do many useful things with it. If he is careless and awkward he is likely to cut himself.

IF your business isn't large enough to justify extensive advertising, better confine your work to the columns of the best paper in town. It is a pretty sure thing that the best people in town—those whose trade is most desirable—are the ones who take the best paper.

ANY one who looks through the advertising columns of the average newspaper can not help seeing that much of the money that is paid for advertising in them is wasted. The money is wasted, not because the space is not good, but because it is not utilized to good advantage.

ONE good advertisement is better than three or four poor ones. You might give a nail a thousand light taps and not get it into the wood one-sixteenth of an inch. You would be just about where you started when you get through. Two or three good strong blows with a hammer would drive it clear home.

#### COUNTRY PAPERS OF THE FUTURE.

It seems to us that the signs of the times point to the fact that there will be as great a change in the history of the country newspaper during the next twenty-five years as there has been in the past quarter of a century. We believe the change will be much more radical than anything since ready prints came into general use. Already, in our opinion, the element destined to displace the ready print has appeared upon the scene. We believe the local paper of the not distant future will be an all at home print that will make no pretense of being anything but a local paper, making no effort to compete with the large dailies or weeklies of general circulation in publishing general news, but on the contrary will make advantageous combinations with the large papers that best cover their territory.—*Michigan Bulletin*.

# A CLOUD

of Falsehood

## No Larger than a Man's Hand

At a place of publication casts an immense shadow and keeps people at a distance in the dark.

**DO NOT BE MISLED** into placing advertising contracts based  
ON CIRCULATION AFFIDAVITS.

THE

# San Francisco CALL

offers you a "simple statement of fact, unencumbered by obstructing accumulations of metaphor and allegory."

## A COMPARATIVE STATEMENT

of the number of lines of displayed advertisements during June, July and August, 1898, published in the

	JUNE	JULY	AUGUST	TOTAL
CALL,	138,838	155,722	167,972	462,532
CHRONICLE,	118,643	114,275	121,093	354,011
EXAMINER,	128,009	124,663	128,870	381,542

Excess over CHRONICLE, 108,521 Lines.

" " EXAMINER, 80,990 "

Extended in a straight line this larger excess means a continuous line of advertising more than 3.85 miles in length.

**3  $\frac{85}{100}$  MILES MORE ADVERTISING than ONE of ITS CONTEMPORARIES!**

**2  $\frac{87}{100}$  MILES MORE THAN THE OTHER!**

That is the estimate placed on San Francisco papers by Home Advertisers.

## THE CALL REACHES THE HOMES.

Quit paying high rates for Circulation Burned in Garbage Crematories and Pacific Coast advertising will pay.

**W. S. LEAKE, MANAGER, SAN FRANCISCO, CAL.**  
**DAVID ALLEN, Eastern Representative, 188 World Building, NEW YORK.**  
**C. GEORGE KROGNESS, Marquette Building, CHICAGO, ILL.**  
 (FOR DISTRICT WEST OF PITTSBURG.)

## STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

I am in receipt of a long letter from a Pennsylvania business man who recently made a month's visit to New York City to study the systems here employed in general storekeeping. Some of the points in the letter may not only be interesting to New York merchants, but to PRINTERS' INK readers in general.

Ever since I visited New York I have been regularly reading the "Store Management" department in PRINTERS' INK, and I have often thought that I would like to tell a little of my experience with some of the stores in New York City, hoping that even if it did not help these stores to improve their business that it might help merchants in other cities.

A great many people wonder why some stores like R. H. Macy & Co. continue to grow from year to year to such an enormous proportion, branching out on both sides of the street, and how it is that such enormous stores as Siegel-Cooper Co. and John Wanamaker could jump into a city already full of big stores and the first year each do a business of \$7,000,000 or \$8,000,000.

New York certainly has not grown so fast in the last year or two as to justify this large increase in stores, and the trade which these new people gain must come out of somebody else's pocket. To my mind it seems that the majority of the stores, both small and medium, have been so lax in their business methods and take such poor care of their customers that just as soon as new stores came in with better methods the new stores naturally got all the trade.

One of the principal faults I have to find with some of the New York stores is the fact that they pay so little attention to strangers. The person not already familiar with the stores has really a hard time in finding out where the goods are that he may wish to buy. I remember when I first came to New York that I wanted to buy a pair of shoes, and being on Sixth avenue I went into one of the general stores looking for a shoe department. There was no one around the door that I could ask any questions, so I spoke to a young lady behind one of the counters. She surprised me by saying that she did not know whether the house kept shoes or not. I asked her where I could find out, and she referred me to the floor-walker, but as there was no floor-walker around I finally wandered over to the elevator. I asked the elevator man if the house kept shoes and was told that the shoe department was on one of the upper floors. When I got to the shoe department I asked for a pair of shoes and the salesperson in the shoe department informed me that they did not carry anything but ladies' shoes, so I had all my trouble and experience for nothing. I then went into another store in the neighborhood, and finding a man leaning over the counter talking to one of the sales-ladies, I asked him where the men's shoe department was, because I had learned a lesson that some of the stores that carried ladies' shoes did not carry men's. The gentleman told me that the shoe department was on the

third floor, and I rode up in the elevator and got off on the third floor and looked very carefully for the shoe department, but failed to find it, and was told by the floor-walker in charge of another department that the gentleman was mistaken, that the shoe department was not on the third floor but on the second floor. Going down to the second floor I asked for a pair of men's tan congress shoes, No. 9, and was told that the store carried nothing larger than 8's, and only patent leathers, as they did not make a specialty of men's shoes except for evening wear. By this time I began to think I was not going to find a men's shoe store, and as I was near the corner of Twenty-third street I concluded to go out Twenty-third street, toward Fifth avenue, still looking for shoes. In the third store which I went into I had less trouble in getting to the shoe department, but here I could not get what I wanted, as the clerk very promptly told me that congress shoes were going out of style and that they were now only carrying laced tans in men's. They had very pretty shoes in laced, but as I was looking for congress no deal could be made.

While I was in this store it occurred to me that there was one other article that I wished to purchase, and that was a hassock. I asked the nearest person I could find if they could tell me where they kept their hassocks. The party asked me what a hassock was, and I explained to him that it was a small stool, covered with carpet, and stuffed with saw-dust or some other material and was suitable to use for a low seat or foot rest. The party said he never heard of such a thing, but presumed it would be kept in the furniture department. I went up to the furniture department and asked for the hassock. I had to again explain to the furniture people what I wanted, and they said they did not have it, but probably I could get it in the carpet department. I then went to the carpet department, and after being again informed that the carpet man did not know what I was taking about I was referred to the upholstery department. In the upholstery department I found just what I wanted without any trouble.

Now, I think the reason why the big new stores find such easy competition in New York is because most of the stores which have done business here heretofore have been manned with salespeople who are neither acquainted with the goods which the house carries nor with the location in which the goods are on sale. Again, the general stores seem to try to cover too many different lines and not a complete line of anything. They have branched out too much without making a satisfactory showing in any one line.

If these stores would only have competent people on their main floors to direct a customer where to go, and would pay more attention to being thorough in business than to carrying such diversified lines, I think they would succeed a great deal better.

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An advertisement writer connected with a large department store recently came to me with a long story about his troubles. He says he can not do

the good work that he would like to do on account of the immense amount of detail work which he has to do himself. The store with which he is employed does in the neighborhood of \$50,000 a year advertising, and expects him to attend to every part of the work himself, even begrudging him the use of an office boy in carrying copy to and from the newspapers. Brain work and hand work are both necessary in carrying out any scheme of advertising, but where the amount of advertising is so large the work of the two branches can not be combined satisfactorily in one person. The man who has to think out the advertising problems and write the advertising matter is not in condition to do so to the best advantage where he has to bother with the small work of copy chasing and the other details in an advertising office. The house referred to is paying an advertising man a writer's salary, and they expect him to do a lot of work that could just as well be performed by \$3 or \$4 a week office boy. Watching this detail work consumes so much time and is of such an aggravating nature that it wholly unfits the writer for his more important work. It would probably surprise this firm to know how much better service they could get and how many more thousands of dollars' worth of goods they could sell in a year if they really left their advertising man free to attend to the important work and give his mind unreservedly to making, the advertising pay.

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The shrewd advertiser of to-day must take advantage of every circumstance that will help to place his business favorably before the public. The Eden Musee have recently taken very clever advantage of a certain incident, and they are getting a whole lot of free advertising out of it. I understand that recently they brought over from Europe a company of gypsy musicians, but when they got to this country the musical trade unions objected to their being admitted, claiming that they were not artists, but came under the head of foreign laborers, the employment of which is prohibited by law. As the Eden Musee had, or very cleverly pretended to have, a great deal of trouble in getting the musicians admitted, the newspapers of this city gave the matter column after column of reading no-

tices. When the musicians were eventually admitted the Eden Musee immediately began to cover the city with three-sheet posters calling attention to the performances of this company, which was already so well known to the reading public through the articles which appeared in the press. The three-sheet posters on the stations of the elevated road call particular attention to the fact that the Eden Musee believes them to be artists, but wants the public to come and judge for themselves. \*\*\*

Here is a suggestion for the Franco-American Soup people.

In crossing the Brooklyn Bridge the other day I noticed a sign of theirs which I believe is a new one. It is made in the shape of a sauce pan. On the bowl of the sauce pan, which is a gray color, imitation of agate ware, are the letters, "Franco-American Soups." The sauce pan has a handle painted black, so the whole of it looks like a mammoth sauce pan sitting on the roof of the building. Within three feet at a little to the rear of this particular sign, I noticed a chimney from which was rolling volumes of white smoke. Now, the idea occurred to me, if instead of placing this sauce pan to the right of the chimney, it had been placed directly in front and raised so that it came on a level with the top of the chimney, the smoke out of the chimney would then appear to be rising from the sauce pan. This would make a very clever advertisement and I think would attract a great deal of attention. In crossing the bridge I noted within view perhaps twenty or thirty similar chimneys, all of which the Franco-American Soup Co, could no doubt rent, and by putting their signs in front of them the persons riding on the Brooklyn Bridge would see surrounding them innumerable sauce pans, each of which would appear to be full of steaming soup on account of the smoke which would rise from the concealed chimneys.

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A. J. SIDDE, }  
Fine Shoes,  
279 East North Avenue,  
Chicago, Ill.

Charles F. Jones, New York:

DEAR SIR—I have read a number of your criticisms and have found them excellent, and therefore take the liberty of asking you to criticise the inclosed catalogue, which I just had printed for the month of October. I advertise on a large scale, and have had very good results. I am well known in Chicago as a pusher, and my experience has been, in order

to do business in this city one must push his business right along, as the department stores are pushing their shoe department more than other stores, and of course sell the most shoes. I am doing a good business and sell a good grade of footwear, as you will notice by the inclosed catalogue. I am on the north side of the city, where there is but one good business street, and I am on the best block. One thing I learned long ago, and that is it pays to advertise. Started in business in '93, and have done better every year from 25 to 50 per cent. Of course I have spent more money in advertising right along.

Any criticisms that you may pass upon the inclosed will be very much appreciated by,

Yours truly, A. J. SIDDER.

The catalogue which accompanied this letter is a very neat affair, and contains a large number of prices on all styles of shoes, and shows excellent illustrations of the shoes themselves. This is, of course, one of the chief merits that any catalogue can have. As the prices quoted are quite reasonable ones for the quality desired, I should think it ought to sell a good many shoes. To show the style in which the catalogue is written and the principles upon which Mr. Sidder does business, I will reproduce here a part of the introductory.

WHO CAN DO BETTER FOR YOU than we have been doing for years?

Who sells you better shoes?

Who asks you lower prices?

Who gives you a new pair of shoes for every pair that goes wrong?

Who carries the largest and best stock of footwear?

Who shows you the new styles first?

Those who have never tried us on shoes ought to come in this fall and let us astonish them.

The only thing that I can suggest to improve the catalogue is that it only consists of about sixteen pages, it is not a thick enough book to print in a very large page. I think just as readable a book could be gotten up in a size which would be easy to handle and to mail in an ordinary business envelope by making it thirty-two smaller pages instead of sixteen pages as it now is.

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KENTON, Ohio.

Char: F. Jones, New York:

DEAR SIR—I have been very much interested in your advice on "Store Management" in PRINTERS' INK, and would like to ask you a question to be answered through PRINTERS' INK. I am in the boot and shoe business in this city (8,000 inhabitants), and have a large city and country trade. There are seven shoe stores here, and my store is one of the leading shoe stores in the city, if not the best in the city. I do a strictly cash business and the other shoe merchants do a credit business. Last year my sales were \$30,000. I am now spending \$1,000 a year for chairs, pictures, rugs, toy wagons, etc., to give to my customers as premiums. The other merchants in the city are doing the same thing, and I would like to stop it, but I thought it would lose trade for me if I

stopped giving premiums and the other dealers continued. I can not afford to do much newspaper advertising, because my premiums cost so much money. What would you advise me to do?

Do not mention my name. Very respectfully,

The first suggestion that I would make, is, that more than likely all the other shoe merchants feel just as this gentleman does. No doubt most of them are finding out that premiums are cutting their profits and would be very glad to get out of it if all the other fellows would. Now, the thing I would do would be to go around and see all my competitors and say to them very plainly: "Here, we are all doing the same foolish thing by giving away prizes to customers. Suppose we all stop it and therefore none of us will gain any more or lose any more trade than we have at present?" Very likely an agreement could be reached by which premium giving would cease. If the \$1,000 a year was spent in newspaper advertising I am satisfied that better returns would be secured and lower prices could be given the customers than by spending the same amount of money in chairs, pictures, etc., as is now done. Perhaps even if the other stores would not agree to give up the premiums, some one fellow could make a hit by spending his money in advertising the fact that he gave away no premiums and could therefore sell goods cheaper than any of his competitors. I believe it is worth a trial, and unless the circumstances were different from what I would judge by the letter, I think the newspaper advertiser in the course of time would be doing the best business.

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It may be of interest to the readers of PRINTERS' INK to know that there is at least one large department store in New York City that now forbids its employees substituting. There is posted in a prominent place in the grocery order room of R. H. Macy & Co. a card which announces in positive terms that employees when filling orders are prohibited under the penalty of dismissal from substituting any other article than the one ordered by the customer.

This is a good rule which all stores ought to at once adopt. The business of substituting does the store more harm than it does it good and is an injustice to customers which they are fast learning to resent.

# San Francisco Bulletin

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The Daily Average  
during 1898 has been

34,049

and

**The Daily  
Average for Sept.  
was**

**36,004**

 Guaranteed by the Advertisers' Guarantee Company

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No other evening newspaper on the  
Pacific Coast proves *one-half*  
the BULLETIN's circulation.

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**BEST IN QUALITY** —

— **MOST IN QUANTITY.**

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Further information  
from

**MR. F. K. MISCH,**  
Potter Building, New York.

## MAKING MONEY OUT OF MEN'S VANITY.

The bringing of a suit against Tod Sloan, the famous jockey, by the publisher of a book purporting to be a collection of biographies and portraits of eminent turfmen, upon a subscription by Sloan for a number of copies of the book, has called attention to a successful method by which money is made out of human vanity.

The inducement held out to Jockey Sloan to subscribe for the book in question, and to promise to pay for the insertion of his portrait therein, is conceded to have been the glory of being permanently enrolled among the great men of the sporting world, and of being handed down to posterity as one of them. His defense to the suit of the publisher for the price of the service thus promised is that the company in which he has been placed is not what he expected it to be, and that he is ranked, not as a hero among heroes, but as one of a lot of nobodies. More than a hundred other men and boys have been sued and are resisting suits, on a similar state of facts.

It is not jockeys and stable boys only whose vanity leads them into promising to pay for the supposed distinction of having their portraits and biographies printed in a book. Some half dozen, more or less, of enterprising men, are engaged in getting out what they call biographical cyclopedias or dictionaries, and they obtain much money from the people who are described in them. Their proceeding is first to solicit from their victims the material for their biographies, and the solicitation is usually complied with—partly out of good nature, and partly to prevent the errors which would occur if it were not. Then follows a request for a photograph, from which to engrave a portrait to be printed in the book, and, finally, a pressure to subscribe for a copy of it, at anywhere from \$25 to \$100 per copy. The cost of publication being, say, \$5 per copy, and the number of biographies being anywhere from 500 to 1,000, the profit, even if only half of the subjects subscribe, is evidently enormous.

We have nothing to say in condemnation of the promoters of this industry. They are

but a few among the thousands who make money out of human weakness. Lawyers, doctors, jewelers, milliners, tailors, and even clergymen, live upon the passions, the vanity and the fears of mankind, and if a person can be persuaded to pay \$100 for the pleasure of seeing his biography and his portrait printed in a book, there is no reason why he should not be gratified. Only, let him remember, that for all the glory he really gets by it he might as well be content with having his name printed in a directory. He will be, as he will be in a directory, lost in a crowd as obscure as himself.—*New York Sun*.

### CLAIMS VS. REALITIES.

In the course of a two-column article advertising itself, the Montreal (Can.) *Star* falls upon its neighbors in lively style. It says, with perfect truth, that advertisers have rights which publishers are bound to respect, and among these rights is precise knowledge of circulation. The difference, says the *Star*, between claims and realities in Montreal is responsible for thousands of dollars literally thrown away by advertisers, who are disappointed with results and do not always suspect the cause. The large advertisers of the United States are taking measures to protect themselves against misrepresentation of circulation, but in Montreal the case is different, and, according to the *Star*, unsuspecting advertisers often get fleeced out of 80 per cent of their payments. It is held to be a certainty that a paper boasting of a large circulation and at the same time cutting rates is putting forth spurious claims intended to deceive. Circulation costs the publisher in proportion to its extent and value just like any other commodity of merit, and to allow rates out of proportion to claimed circulation is always an evidence of false pretenses. Despite many drawbacks, the *Star* says that Canada is a good field for advertising, and it produces testimony to that effect. It is noteworthy that even in the heat of its indignation the *Star* does not charge its neighbor, *La Presse*, with unworthy methods of any sort. In fact, *La Presse* is a superb newspaper and a good advertising medium, as its candid contemporaries acknowledge.—*The National Advertiser*.

SUCCESS in modern life lies in concentration. The active and economical organisms survive, the slow and costly perish.—*Agricultural Advertising*.

### GEO. P. ROWELL & CO.'S AMERICAN NEWSPAPER DIRECTORY.

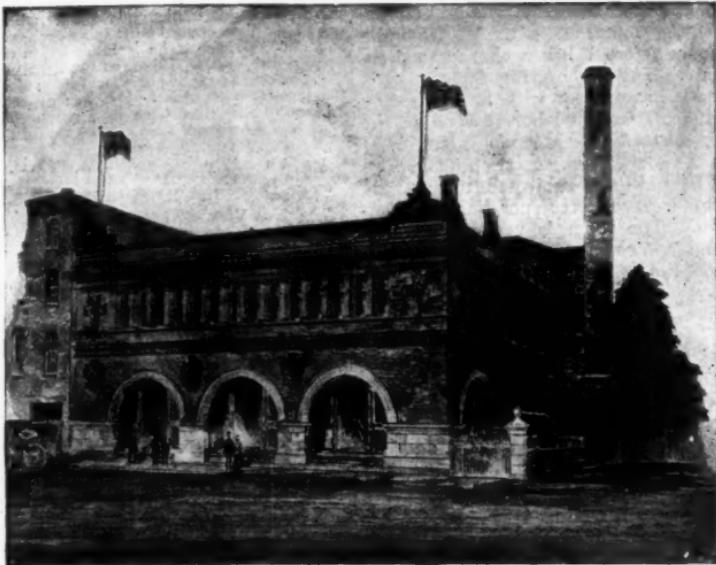
~~Published semi-annually~~

~~recognized throughout the United States as thoroughly competent and reliable.~~

## MINNEAPOLIS TRIBUNE

STEPHEN B. SMITH,  
Eastern Representative,  
Tribune Bldg., New York City.

C. D. BERTOLET,  
Western Representative,  
125 Marquette Bldg., Chicago, Ill.



THE HARTFORD "TIMES" NEW MECHANICAL BUILDING.

THERE are many newspapers in the United States having greater circulation than that of the Hartford (Conn.) *Times*, but we doubt if there can be found a newspaper conducted with a higher sense of journalistic responsibility or one possessing a stronger hold upon the people of the city and State in which it is published. Above is a picture of the new mechanical building the *Times* has recently erected.

Ground was broken for this structure in June of 1897, and its construction occupied a little more than a year. It was intended to replace the old one and upon the same site, although the old affair was to stand until the new structure completely enveloped it—a feat of engineering that involved the expenditure of thousands of dollars over the real cost of the building. The undertaking was highly successful. The new edifice grew, and the old one gradually disappeared from view, and all the while the machinery, without the least disturbance, worked away unconcernedly. Steel beams penetrated the old building from all directions, and finally the day came for the moving of the press, typesetting machines, and stereotyping apparatus. All was accomplished in a night. Not an issue was delayed.

The pressroom occupies the place of honor, the entire first floor front.

The large windows afford an opportunity for the public to see the presses running off the editions.

The pressroom will accommodate three perfecting presses of the largest type. The shafting and belting is all hidden from view. Back of the pressroom is the engine room and the paper storehouse. The *Times* never runs short of paper. Two carloads are kept on hand constantly. Over the paper storage and engine room is the mailing department. Elbow room is needed by the *Times* mailing clerks. From 3:15 to 4:45 this room is the busiest place in Hartford. Papers are brought from the press by an automatic carrier. Sections large enough to accommodate one thousand newsboys and half as many girls are connected with the mailing department on the same floor.

On the floor above—the top floor—is the composing room. As the building is almost entirely roofed by a great skylight, one may readily appreciate the amount of daylight that floods this important department of the paper.

The typesetting machines are stationed on a platform running the full width of the room, and well apart from the advertising cases and make-up forms. The ventilation of this department is effected by a fan at the top of a large flue. All the escaping gas and

hot air from the metal pots in the type-setting machines is drawn from the room before it has a chance to circulate. The stereotyping department is on the same floor with the composing room; thus the labor of sending the forms to the stereotypers is simple.

The stereotypers on the Hartford *Times* are not subjected to the trials the average stereotyper has to undergo. The room is ventilated by the same process as the composing room, and the men in the former department are as comfortable hot days or cold days as the staff in the counting room. The floor of the stereotyping room is of iron slabs set in cement. There is not another like it in this country. The entire building is absolutely fire-proof.—*Profitable Advertising.*

#### CONTRIBUTORS AND ADVERTISERS.

In a recent number of *PRINTERS' INK* I find the statement that it is foolish for a publisher to advertise to advertisers the names of those who contribute to his paper.

I submit that it is not foolish for several reasons. In the first place, a great many advertisers keep pretty close watch on the papers they use in the matter of the quality of their contents. They take pains to read, or at least glance over, the papers they use, in order to determine just where they belong as to character. A large majority of the advertising men of this country are pretty well posted concerning several things not connected with their business. They read a good many things not relating to their business in any way, and know quite well the names of a good many people who contribute to the public journals. I know of one instance where a manufacturer stated that he had formed the habit of taking a certain farm paper home with him and reading it, because it was interesting to him and, in his opinion, the most carefully edited paper of its class in the country. The people who publish that paper never told him this. He found it out by reading the papers that are sent to his office. Moreover, on his recommendation that this paper is carefully edited and has in its employ good writers, another advertiser made a contract with it without knowing its quality as a medium, feeling that a well edited paper would probably be a good one to advertise in.

Another thing: A paper that advertises the names of its contributors must pay for their contributions, or it could not assume that they would write regularly. A paper that is able to pay for contributions must have a good income or it would be content to get along after the style of a good many that do not pay anything.

A list of contributors, prominent enough to be worth publishing, means that considerable sums are paid for contributions, and the paper that spends a large amount of money for contributions must have a decent circulation. It has leaked out—probably from the advertising manager's office—that a prominent magazine has contracted to pay Rudyard Kipling a dollar a word for eight stories to be published during the coming year. This at once convinces most people that that particular magazine has a very large circulation.

Quality and character count for at least as much as circulation with a constantly increasing number of advertisers. The advertiser who says that he doesn't care who contributes to a

paper, so it has circulation and character, misses one of the best opportunities to make an estimate of both, unless he is interested in the name and reputation of those who contribute.

Papers and magazines have many times made the reputation of writers; but after a certain amount of fame has come to any writer his name as a contributor adds to the value of the paper as an advertising medium.

MILLER PURVIS.

#### “LEDGER’S” FORMER GREATNESS.

The New York *Ledger* is one of the best known newspapers in America. It was founded by Robert Bonner in 1852, and the success of the *Ledger* was due largely to his shrewd advertising methods. Bonner thought nothing of buying a page at a time in the leading papers, and it is said that his advertising bills amounted to at least a quarter of a million dollars a year. An incident in the remarkable advertising methods of Mr. Bonner was when he sent a short sentence to the publisher of the New York *Tribune*, with directions to repeat in the usual type of the paper to fill the space of one page. The publisher of the *Tribune* refused to take the ad. James Gordon Bennett learned of the incident and sent word to Mr. Bonner that he could repeat his advertisement in any issue of the *Herald* in any form and to any extent that he desired. The *Herald* was then an eight-page paper. Mr. Bonner sent his ad to the *Herald* with an order for eight pages. Bennett grasped the situation and doubled the size of the *Herald*. The editor and publisher of the *Ledger* had no further trouble in getting all the space in the daily papers that he chose to occupy. The *Ledger's* circulation grew to tremendous proportions. The biggest free advertisement he ever received was when he offered Fanny Fern \$100 a column to write for the *Ledger*. The newspapers throughout the country published his extravagance broadcast, and Mr. Bonner estimated that his paper profited at least \$50,000 by the arrangement. He also at one time paid Henry Ward Beecher \$30,000 for a novel, which was worth to the *Ledger* at least four times what it cost. Robert Bonner had the story paper instinct strongly developed. He read himself every word printed in his paper and also all the manuscripts submitted, himself selecting what he deemed best. The contributor, no matter how modest and humble, or how well known and proud, was always courteously received by the proprietor, who advanced from his private office to return a story or deliver a check.—*Fourth Estate.*

#### AN AD SCHOOL.

The Northern Indiana Normal College and Business Institute at Valparaiso, Ind., has a department of journalism, under the direction of Mr. L. D. Sampson, formerly of the editorial staff of the Cincinnati *Commercial Tribune*. The business men of Valparaiso have induced Mr. Sampson to give them a recitation hour of an evening and organize a class among them and teach them how to write advertisements. The work is carried on very much like the work in the classes in journalism—by practice and example. Mr. Sampson requires each member of the class to write advertisements of different lines to occupy certain space, and they are expected to indicate the display which would be most advantageous for the printer to make, and then these efforts are taken by the instructor and sometimes written on the board and discussed by the whole class and criticised and studied and improved. It is interesting work, particularly when done under the direction of an experienced advertisement writer.—*Ads, Louisville, Ky.*



**A WORD  
to the  
ADVERTISER.**

Sunday, October 2, 1898, THE BROOKLYN DAILY EAGLE published  $127\frac{1}{4}$  columns of advertising.

Sunday, October 3, 1897, THE BROOKLYN DAILY EAGLE published  $100\frac{1}{4}$  columns of advertising.

A Gain of 27 Columns.

THE BROOKLYN DAILY EAGLE carries more advertising than any other evening paper in New York City. It is the ONLY medium by which advertisers can get into the homes of the Borough of Brooklyn.

BORDER DESIGNED BY  
**CHAS. F. JONES.**  
SUITE 101 WORLD BUILDING  
— NEW YORK —



A STERLING SILVER SUGAR BOWL  
SUITABLY INSCRIBED.

What paper published west of Chicago gives an advertiser best service in proportion to the price charged?

Don't select without giving the matter careful thought.

Write the name of the paper on one of the lines drawn below.

Also tell upon what your decision is based and try to be explicit enough to show that you know what you are talking about.

Write your name and address, then extract this sheet and mail it to PRINTERS' INK, No. 10 Spruce St., New York.

If more space is needed, or if you do not wish to mutilate your copy of PRINTERS' INK, you can write on a piece of blank paper.

To the paper finally awarded first place PRINTERS' INK will present a Sterling Silver Sugar Bowl suitably inscribed.

The award will not be made on the mere number of votes but will be decided by the weight of evidence.

#### **Address all communications to**

PRINTERS' INK, NEW YORK.

## RETROSPECT AND FORECAST.

## A \$20,000 Possibility

OFFERED TO NEWSPAPER MEN WHO WILL AID THE PUBLISHERS OF  
"PRINTERS' INK" IN SECURING EXCESS POSTAGE COLLECTED BY  
THE POST-OFFICE DEPARTMENT, WHICH CAN NOT BE RE-  
PAID EXCEPT BY SPECIAL ACT OF CONGRESS.

In 1888 Mr. Geo. P. Rowell, a pioneer in the advertising agency business, started a little periodical devoted exclusively to matters of interest to advertisers, and gave it what then seemed a very curious name for a periodical, PRINTERS' INK. It proved to be a lusty infant. In the ten years that have elapsed since its first issue it has had not less than two hundred imitators. There had previously existed periodicals which made some pretense of cultivating the advertising field, but they treated the subject, not from the standpoint of the advertiser, but from that of the newspaper; which afforded a view not very interesting to the general public, because it always suggested self-interest and a lack of good faith. The new periodical was accorded a cordial reception. The smallness of its pages was a unique feature in those days. The curious name it bore; the brightness, directness and honesty of its comments; the reputation and experience of its publisher were factors that combined to make the new paper noticeable. As weeks lengthened into months and months into years chance acquaintances became enthusiastic friends. The paper, which was early known as The Little Schoolmaster in the Art of Advertising, finally had the eye and attention of every advertiser in America and not a few in the European world. In former times it had been difficult to get a business man to read an article about advertising. He looked upon it with something of the distaste the small boy exhibits toward Sunday school literature. This was due, perhaps, to the didactic, advice-giving, rule-making tone in which such matter was usually written and the evidence of amateurishness that so generally pervaded it. The new publication avoided these points of danger. It talked right out in meeting, told the plain truth all the time, and gave everybody who had an advertising

idea a chance to ventilate it. It was a medium through which advertisers could discuss methods. It had no faith in ironclad rules. Its editors knew that success in advertising is not attained by following rules, but by giving one's individuality play. It was not amateurish because its projector had for years sailed on the seas of advertising and safely piloted many an advertiser into the port of success. And so the paper prospered, making many friends and planting in numerous minds ideas and suggestions that were later to fructify into profitable advertising ventures. The greatest advertisers and the brightest advertising men were counted among its subscribers. It created the profession of the advertisement writers, which has so large a membership to-day, and many of these early acknowledged its aid not only in furnishing practical ideas and suggestions but in renewing, reviving and keeping alive a public demand for their services and a living faith in advertising. A host of subscribers, many of them readers from the first issue, were enthusiastic in its praise. To its influence the great development of American advertising, approached in no other country of the globe, was universally ascribed. Praises did not turn its head; it kept on becoming, as its friends said, better and more helpful with every issue.

The paper having become a recognized medium for issuing appeals to people interested in the business of advertising, and its publishers being dealers in newspaper space, they found its pages valuable for advertising their own business, and availed themselves of it to a moderate degree in the same manner that Charles Scribner's Sons advertise their books in *Scribner's Magazine*, or Harper & Bros. in theirs or in their *Weekly*, or Munn & Co. in the *Scientific American*.

The post-office law which regulates the transmission and carriage of sec-

ond-class matter in the United States mails at one cent a pound has a provision that no paper intended primarily for advertising purposes shall be admitted to the mails as second-class matter. Under this law, when it was new, post-office authorities even went so far as to maintain that it would not be permissible to send a paper through the mails as second-class matter that should derive a greater part of its income from advertising than it did from subscriptions. This proposed ruling was abandoned when it was found it would exclude all the daily papers in a bunch. An authority on post-office law—no less a man than a postmaster-general—when he for the first time looked at the title page of *PRINTERS' INK* and then at the statute, asked of his legal adviser, District Attorney Tyner: "Does not the law plainly exclude this journal? It is announced as 'a journal for advertisers,' and the law says that a journal intended primarily for advertising purposes can not be carried in the mails as second-class matter. It seems to me that 'a journal for advertisers' must be intended primarily for advertising purposes." At this point the eminent gentleman was set right by Judge Tyner, who explained that although it was not permissible to carry in the mails paper that is intended primarily for advertising purposes, yet the law does not object to carrying a paper devoted to the science of advertising, it being a well-established conclusion that it would be just as proper to publish a paper devoted to the science of advertising as to the science of cheese-making or any other department of agriculture or to any other science or trade.

Of course, when a new paper has been established, devoted to a new object, it could never have a very large clientele until those persons liable to become subscribers have been afforded an opportunity to see the paper, become familiar with its qualities and to decide that they would like to buy it. Congress so framed the postal laws as to permit and encourage the sending of sample copies through the mails as second-class matter for this very purpose, and of this right the publisher of *PRINTERS' INK* availed himself to a moderate degree.

At a time when the regular issue of the paper was changed from a semi-monthly to a weekly there was some delay about obtaining the usual cer-

tificate for admission to second-class privileges on account of the difficulties that have been outlined above. Employees in the Post-Office Department demurred; and it was only after the legality and propriety of all the proposed usages of the little paper had been made plain that the mail privilege was accorded. It seemed from the first as though some of the employees of the department at Washington felt themselves in honor bound to discover from week to week some cause for making trouble for the little newspaper which was attracting so much attention, and was being more quoted and commented upon, perhaps, than any other periodical carried in the mails, and having more imitators than any other periodical ever established.

When on January 8, 1892, the Little Schoolmaster was excluded from its second-class rights, it was in the absence of Judge Tyner, the district attorney assigned to duty at the Post-Office Department as the legal adviser of the postmaster-general, and was the act of an inexperienced assistant, who had no idea of the gravity of the blunder he was committing.

The fact that *PRINTERS' INK* was doing missionary work in inculcating the benefits of advertising made it desirable that it should be read by merchants, traders and manufacturers in order that they should better understand how to make advertising profitable and be influenced thereby to do more and better advertising. The newspapers early recognized the service *PRINTERS' INK* was performing in their behalf, and it soon became a fashion among them to subscribe to the publication for a limited number of their actual and potential advertisers. One publisher, a very enterprising one, subscribed for no less than four thousand copies. The legitimacy of these subscriptions was passed upon by the Post-Office Department in advance. When one reason set up for the exclusion of the paper was found to have no existence, this particular list of subscribers was brought forward as indicating that all subscriptions were not paid for by the subscribers themselves; that some at least were vicarious: but it was never shown that such were illegal, irregular or improper, while it did become apparent that the department had knowledge that a majority of the subscriptions of

a very prominent New York weekly were of this character, being sent to friends and acquaintances by people who desired to spread the gospel of temperance, and that this periodical had not only never been subjected to any criticism from the Post-Office Department, but on the other hand compelled a handsome apology from the department for the failure of some rural postmaster to distribute the paper to subscribers who had not had notice that their subscriptions had been prepaid.

During all the time that PRINTERS' INK was deprived of its mail privilege its publishers were never once able to learn what was the real reason for its exclusion. The cause originally set down had not, in fact, existed. It was never mentioned a second time, and the department could find no other. The publishers of the little paper knew what their rights were, and had pursued no practices that were not permitted by the usages of the department and intended by the framers of the law—none that they had not pursued in the beginning of their publication. When their rights were finally restored to them they could not be and were not required to discontinue any practice that had been pursued by them. On the other hand, they have since obtained from the department, from time to time, decisions specially approving of each and every one of the usages that were during the time of their exclusion sometimes hinted at as irregular.

The persecution under which PRINTERS' INK suffered was during the term of Mr. John Wanamaker, of Philadelphia, as postmaster-general. Upon reading over the correspondence the conclusion is unavoidable that the decision against PRINTERS' INK was originally made in good faith, Mr. Wanamaker being led to believe that some law or series of laws were being violated. Afterward the postmaster-general became convinced that his position was untenable, but in the interval the publishers of PRINTERS' INK had exposed so ruthlessly, in their periodical, so many shortcomings of his department that he was constrained to crush them, believing it to be within his power to do so. Commenting upon his action, Mr. John E. Powers, the celebrated advertising expert, who for a time managed Mr. Wanamaker's advertising in Philadel-

phia, has said that acknowledging a mistake is one of the Christian virtues that is conspicuous in Mr. Wanamaker for its absence. In the present case he adopted a Weyler-like policy. He could not silence PRINTERS' INK, but he could apparently starve it to death by exacting extortionate postage. Being secure from judicial correction, because the courts do not attempt to interfere with a cabinet officer on a question of fact, his power was unquestioned. He decided that PRINTERS' INK was not a periodical but a circular. That was a decision of a question of fact, and with it no court would interfere. That the paper was not extinguished entirely under the pressure he brought to bear upon it excited the wonder of the community. When Mr. Wanamaker himself finally went out of office with his discredited administration in 1893, the new postmaster-general, free from bitterness, investigated the case anew and promptly decided that an injustice had been done and ordered the reinstatement of PRINTERS' INK in the enjoyment of the privileges of which it had been so long and so unjustly deprived. One of the last acts of Mr. Wanamaker, however, had been to deposit in the treasury the surplus postage that had been collected as forfeited upon a final consideration of the case; so that, although the Little Schoolmaster should be vindicated, \$25,000 of its funds would still remain immolated on the altar of its right to exist. Had its publishers been less persistent, energetic and resourceful, its life would have been extinguished. But even a difference with a department of the national government, intrenched behind a barrier of practically despotic authority, did not deter the little paper from persisting in a determination to enjoy the rights which the laws vouchsafe to every citizen. The Little Schoolmaster was too patriotic to believe such injustice possible in free America for any extended period.

PRINTERS' INK has lately published a pamphlet containing many surprising "testimonials" to the merit and influence of the little journal and the good work it has done. These indicate how strong a hold it has taken on the hearts and minds of its readers, who are practically everybody who takes an interest in advertising matters. As will be noted by those who read them, the praises come from men standing high

in the advertising world—advertising managers of department stores, owners of great advertising enterprises and merchants who own prosperous establishments. These letters of praise are but a tithe of those being constantly received, telling the gratitude of the writers for having received through PRINTERS' INK a knowledge of the principles of advertising, and for being enabled thereby to subsequently do successful advertising either for themselves or for others.

Had Mr. Wanamaker succeeded in killing PRINTERS' INK the good it has done since could not have been accomplished, and the fact that he did not succeed is a matter for congratulation. Many who have written its praises are unaware of how near it once was to total extinction.

Since the reinstatement of the paper to second-class rights in 1893, some desultory efforts have been made to secure a repayment of the \$25,000 surplus postage exacted by Mr. Wanamaker. The only method available is through the passage of a bill by Congress ordering the money to be repaid. Congressman Amos J. Cummings, of New York, introduced such a bill in the House of Representatives, and Senator Hill, also of New York, introduced a similar one in the Senate. Ex-Senator Perkins, of Kansas, undertook to watch these bills, giving them the attention they required, but not long afterwards Mr. Perkins was removed by death, and what was nobody's business has naturally received nobody's attention, although congressmen like Messrs. Cummings, Quigg and Johnson have interested themselves somewhat, and Senators Lodge, Chandler and some others have indicated a willingness to do what is proper in the matter. The fact that such a bill is necessarily a private bill, for the passage of which there is no public demand, has led to the common result of its being introduced and getting no further. It is of no very great personal interest to anybody, and as the constituents of the various senators and representatives are not writing them letters about it they consequently feel no very strong public pressure to induce them to act.

The publishers of PRINTERS' INK have finally decided upon a plan whereby they hope these difficulties can be in some measure obviated. They have long given up any active expec-

tation of again securing their money, believing it would be easier to earn a similar sum than to collect this just debt. They are unwilling, however, to allow the government to deprive them of it unjustly, and prefer to distribute it among the newspaper men of the United States as a sort of illustration of the power of the press, and this is the *modus operandi* that they have in mind :

If every newspaper man who understands the merits of the case will mention it in his paper, setting forth the facts in a brief manner, and at the same time bring his personal knowledge and influence to bear on the senator and representative from his locality, a simultaneous movement would be inaugurated. Seeing their home folks interested, legislators would give the case the attention it deserves, and soon discern what a flagrant injustice the Post-Office Department has perpetrated. To exhibit its disinterestedness and secure the co-operation of newspaper men, PRINTERS' INK proposes to divide the whole \$25,000 among them should their efforts be successful in securing the requisite appropriation, and the plan decided upon will be as follows :

When the money is repaid it shall be disposed of in the following manner : A list shall be made of the thirty-three newspaper men who have rendered most valuable service in procuring the adjustment. These thirty-three shall be divided into four classes. In the first class the name of but one editor shall be placed. In the second class the names of two editors shall be entitled to have place. The third class shall consist of the names of ten editors or newspaper men, and the remaining names, or twenty in all, will have place in the fourth class. To each one of the twenty there shall be sent a check for \$50, thus devoting \$1,000 of the award to the recognition of the services of the twenty newspaper men who have place in the fourth class. Another thousand dollars shall be divided into ten sums of \$100 each, and each newspaper man whose name has a place in the third class shall receive one of the checks for a hundred dollars. Another thousand dollars shall be divided into two sums of \$500 each, and each of the editors or newspaper men whose names appear in that class shall receive one of these five hundred dollar checks. These three classes will dispose of \$3,000 of the expected award. Of the remainder the sum of \$1,833.50 shall be retained by the publishers of PRINTERS' INK to cover any incidental expenses incurred in pursuing their efforts to obtain what is plainly their right. If any part of this sum remains unexpended it shall be reserved for the single editor whose name appears in class one. This will leave remaining one grand sum of \$20,000, and that shall be given in its entirety to the editor or newspaper man whose name appears in the first class as the one man who has done the most effective work toward the recovery of the money ; but the \$20,000 so awarded shall be used by the newspaper man to whom it is awarded for the purpose of establishing or endowing a Public Library in his own town or in any town that may be agreed upon by himself and the member of Congress who was, in his opinion, of most service to him in furthering his efforts to right this disgrace to the Post-Office Department of the United States.



## Don't Be Taken In

by the claims of interested people that the daily papers are better than weeklies for advertisers.

No experienced advertiser believes it—he knows better. He knows that the local weekly is thoroughly read and re-read in every country home. He knows that the city daily is hastily read for the chief news items and then thrown away.

***Stick to the Country Weeklies and  
PROSPERITY will stick to you.***

The best buyers in the country are the prosperous rural families in the great "Middle West." They are best reached by the 1,500 papers comprising the lists of the CHICAGO NEWSPAPER UNION. Your ad in these papers is a certain introduction into the homes of a million prosperous families.

One copy, or one electro, does the whole business.  
Write for rates to either office :

**THE CHICAGO NEWSPAPER UNION,**  
10 Spruce Street, New York,  
93 South Jefferson Street, Chicago.

## WELL PRINTED PAPERS.

A business man who keeps a tidy store, with clean, well-dressed windows, is, and should be, particular about the appearance of his advertisements in the newspaper.

He has a right to ask that the paper be clean and well printed in which his ad appears. If the publishers are slovenly, careless and stingy and will not make the effort nor expend the money necessary to produce a good looking newspaper, the advertiser is justified in refusing them his advertising. It can not be argued that a paper with a large circulation can not be printed as carefully and cleanly as one with a small circulation. It is all a matter of good paper, good ink, clean-faced type, good pressmen and enough presses to run the edition.

Chicago's papers have as large circulations as Boston's, but there's a mighty difference in the appearance of the papers of the two cities. Chicago's papers are well-nigh perfect. Paper, ink, presswork—all are excellent. In them advertisements show up beautifully and boldly. The advertiser gets the full benefit of their circulation.

Not so with Boston.

In this city of "culture" the newspapers are something wearying to behold. As a rule, the paper, the ink and the presswork are of the cheap looking sort, and the typography is about as wretched as it well could be. The large advertisements of the big stores are apparently thrown together without thought of typographical neatness or of their fitness for the stores they advertise. The amusement ads are like so many blots on the page. The man who can not afford a large ad is simply lost in the general earthquake of ugly-faced type.

There is no excuse for metropolitan papers being poorly printed or ragged typographically. With all the modern facilities at their command, they can turn out a handsome paper, even if it is a penny sheet. With small country papers it is different. Some of them barely keep alive on their scant patronage. They must use type that has long since been fit for scrap metal. They must use cheap paper and cheap ink, and they are compelled to run the sheet off on a rickety press and, of course, can not pretend to produce a handsome paper. But the country paper of to-day, as a rule, is neat and well printed and puts to shame many of the big city sheets.—*New York Boots and Shoes Weekly*.

## A REPLY.

A great amount of twaddle is written as to readers not having faith in advertisements appearing in publications selling for little or nothing. The probability is that no reader takes this matter into consideration at all. If he saw an advertisement that interested him, and should stop and ask himself, "Can this advertisement be reliable, since I don't pay for this paper?" he would be even a greater dunce than any of the writers who laboriously discuss this question.—PRINTERS' INK.

The most valid argument—possibly the only one of those "writers who laboriously discuss the question"—is that a man who subscribes for a paper would read it more attentively than he would were it sent to him gratis; consequently he will see and read more of the ads it contains. This is undoubtedly true; but if he sees an ad that attracts and interests him the ad will do its work just as effectively, whether the paper be paid for or not, borrowed or stolen.—*St. Louis Furniture News*.

Don't advertise in any paper merely because the rates are low. Study its circulation; study the class of readers it has and see if you want to reach that class.—*Advertising World*.

## IN BINGHAMTON.

An association has just been formed in Binghamton, N. Y., which should be extended to every city and town in the United States. It is known as the Advertisers' Association and the prime mover in its organization was J. C. MacColl, advertising manager for Sisson, Weldon & Co., of that city, who was made its first secretary. The object of the association is for the mutual benefit of the advertisers of Binghamton. For years past merchants of that city, as well as of every other city and town in the country, have been compelled to spend large amounts of money each year for alleged advertising that brought them absolutely no returns. Most of this advertising was in programmes for entertainments of every description and every imaginable event that would furnish an excuse for a "programme." One merchant would start the ball rolling by contracting for a space, and every other one in the city would be compelled to fall in line in fear of offending the following of the particular society that was getting out the programme.

The members of the association, recognizing the benefits of newspaper advertising, have agreed to spend all of their appropriations for advertising of that description, and to forever cease to patronize the fake programmes. By concerted action they hope to stamp out an evil in their city that costs thousands of dollars every year, which money might just as well be thrown away.—*New York Commercial*.

## IN THE STREET CAR ADVERTISING WORLD.

The new concern known as the Mulford & Petry Company succeeds to the business of O. J. Mulford, who started in Los Angeles, California, in 1887. In those early days this kind of publicity was far from being the well established and organized business it now is. At that time Mr. Mulford, foreseeing a future for this method of "making facts known," decided to go further East, and in 1888 he laid the corner stone of a successful business in Detroit. He gradually increased his territory, confining operations to the States of Michigan, Ohio and Indiana, being a believer in the old adage that a "small farm well tilled" produces the best results.

Mr. Petry has been general manager for Geo. Kissam & Co. for some years and has had a wide experience in all matters connected with street car advertising. He will assume the Eastern representation of the concern, with an office in the St. Paul Building, 220 Broadway, where he will also represent the Michigan Street Car Advertising Co. of Detroit, the Stearn Advertising Co. of Cleveland, the Standard Advertising Co. of Louisville, and the Consolidated Railway Advertising Co. of Memphis.

## TO-DAY'S PAPER.

A writer in *Truth* thus summarizes what he finds in the daily paper he reads:

- A page of speculation on what the Powers will do,
- A page of grim denial of what yesterday was true,
- A page of clanking comment and a page of plain surmise,
- A page of household matters—recipes for stews and fries;
- A page of advertisements, say two or three or four,
- A page of big black head-lines scattered over tales of war,
- And 'mongst all this a column—sometimes it's less, indeed—
- That the average human being cares enough about to read.

**MORNING : EVENING  
SUNDAY**

# *The Times*

HERE is only one National Capital of the United States, and there is only one daily paper in the National Capital of the United States that has a circulation larger than all the other dailies combined, and that daily paper is \*

# *The Times*

**FRANK B. CONGER**  
*Manager New York Office, Tribune Building*  
ROOM 52

PHONE, 4832 CORTLANDT.

# Direct from Distiller to Consumer



**\$3.20  
FOUR  
FULL QUARTS  
Express Paid.**

## Saving Middlemen's Profits, Preventing Possibility of Adulteration.

We are distillers with a wide reputation of 30 years standing. We sell to consumers direct, so that our whiskey may be pure when it reaches you. Adulterated whiskey is dangerous, abominable, yet it is almost impossible to get pure whiskey from dealers. We have tens of thousands of customers who never buy elsewhere. We want more of them, and we make this offer to get them:

We will send four full quart bottles of Hayner's Seven Year Old Double Copper Distilled Rye for \$3.20, Express Prepaid. We ship in plain packages—no marks to indicate contents (which will avoid possible comment). When you get it and test it, if it isn't satisfactory return it at our expense, and we will return your \$3.20. Such whiskey cannot be purchased elsewhere for less than \$5.00.

We are the only distillers selling to consumers direct. Others who claim to be only dealers. Our whiskey has our reputation behind it.

Reference—Third Nat'l Bank, any business house in Dayton or Cum'lt Agencies. HAYNER DISTILLING CO., 369 to 375 West Fifth Street, Dayton, O.

P. S.—Orders for Ariz., Colo., Cal., Idaho, Mont., Nev., N. Mex., Ore., Utah, Wash., Wyo., must call for 50 quarts, by freight prepaid.

[We guarantee the above firm will do as they agree.—EDITOR.]

NOTE the editor's guarantee printed at the bottom of the advertisement reproduced above. It is an example of the survival of an old-time idea. Country people used to think, or were believed to think, that whatever was printed in the paper was believed and indorsed by the editor. When this theory wore out the editor was besought to give an editorial notice announcing his approval. Finally the puff became obnoxious to the editor and tiresome to the readers and passed into well-deserved oblivion. To-day business announcements are believed or disbelieved on their apparent merits, and an editor's alleged guarantee, made a part of an electrotype plate, can be considered only as an anachronism.

### RUSSIAN JOURNALISM.

The Russians have recently completed their national census, which shows the present population of the empire to be 129,166,000. They have also completed an enumeration of Russian newspapers and magazines, which number 743, or 60 fewer than are published in one American State, Michigan, which does not take very exalted rank in respect to literary achievements in the United States, though its material interests are of great importance. The publication of 743 newspapers and magazines in a country of nearly 130,000,000 people is not a matter to constitute a serious menace to either the integrity of the government or the security of the crown. But papers published in Russia are nevertheless under a censorship, the maintenance of which is subject to many difficulties. The chief of these is the area covered. There is another difficulty of censorship in Russia, which, if less serious, is certainly more vexatious, for of the periodicals of that country 589 are published in Russian, the rest being in Polish, German, Estonian, Lettish, French, Armenian, etc., with a combination in some cases of the different languages. In the United

States the classification of newspapers is almost uniformly this: Daily papers, weekly, semi-weekly, tri-weekly and monthly. In Russia, however, there are newspapers which appear "several times a week," and magazines which appear "several times a year," though how often it is not stated. The St. Petersburg daily newspaper which has the largest circulation claims 40,000, but the *Listok*, of Moscow, claims 35,000. The papers published on the combination plan in two or more languages are designed for general reading; but precisely what the press censor of the district does or is able to do in such a case, unless he is a linguist of some ability, is a question more easily asked than answered. There is only one paper published in the Russian language in the United States.—*N. Y. Sun.*

### ODD.

The publishers of the *Youth's Companion* refuse to accept the advertisement of any periodical the subscription price of which is less than their own—i. e., \$1.75 a year. This is the oddest rule we have come across in some time.—*Book and News Dealer.*

The Only Two-Cent  
Afternoon Newspaper  
in Newark, N. J.

and by far the largest circulation in New Jersey.

*The Newark  
Evening News*

has a net circulation for the last six months of

**41,186**

copies daily. It is delivered by carriers to nearly all the homes in Newark and the country adjacent—including such towns as the Oranges, Morristown, Madison, Summit, Bloomfield, Montclair, Harrison, Kearny, etc. In all these it is their local daily paper.

It charges for its advertising space not as much as it might, but a moderate rate considering its circulation and influence.

*New York Advertising Agent:*

*R. F. R. HUNTSMAN,  
Room F, St. Paul Building.*

## NOTES.

THE sixth edition of Henry Bright's Directory of Special Representatives has been issued. Copies can be obtained by application in person or by mail.

THE New York Sunday *Tribune* for October 2 contained a supplement devoted to "Occupations for Women," written by successful women in numerous branches, which was one of the most interesting and valuable newspaper features of the year.

MR. HERBERT KAUFMAN, the advertising manager of the Washington (D. C.) *Times*, has recently inaugurated "The *Times* Free Advertising Bureau." This bureau renders free service to advertisers who desire to advertise in the *Times* or in other mediums in Washington.

THE National Biscuit Company, into which was amalgamated the American Biscuit Company and several other big concerns last spring, has made an appropriation of \$100,000 for general newspaper advertising to be placed through Mr. H. W. McKinney, of N. W. Ayer & Son, Philadelphia.—*Advertising Experience*.

HERE is a prediction: The time will come—and that very soon, perhaps within a few years—when American advertisers will have become so thoroughly conversant with their rights, their needs, their public and their most profitable methods of developing business that they will compel publishers to do them justice in regard to rates and quotation of actual circulation.—*Advertising Experience*.

IT is said that the Pabst Brewing Company has set aside an appropriation of \$100,000 for use in daily and country newspapers during the next year. It is understood that the large metropolitan dailies, especially in those cities where there is department store competition, will not be used. The magazine advertising of this company will be materially decreased, it is said.—*Advertising Experience*.

COMMENCING with November 1st the New York *Ledger* will be issued monthly instead of weekly, and the subscription price will be fifty cents a year instead of two dollars. The size of the page remains the same. The number of pages will be increased, and an edition of over one hundred thousand copies of each issue is guaranteed. Special positions on reading matter pages are offered to advertisers without extra charge, but advertising contracts will not be made for more than one year at the present flat rate—fifty cents an agate line.

ONE of the curiosities of advertising journals is called *Good Advertising*, and is published by C. A. Bates, 132 Nassau street, New York City, at \$1 a year. Each issue consists of at least four ads each in the following retail businesses: Clothing, furniture, dry goods, millinery, hardware, groceries, drugs, jewelry, real estate, stationery, pianos, bicycles, wall paper, dyeing, laundry, photography, printing, harness, dentistry, liquors and confectionery. These specimen ads are clipped from newspapers and reproduced by photography.

CLEVELAND, O., Oct. 3.—Manager Hartz, of the Euclid Avenue opera house, believes he has demonstrated the superiority of newspaper advertising over all other forms. Last week he decided to abandon all advertising by means of billboard posters or window hangers and to depend upon the newspapers entirely. The only posters shown were those at the entrance to the theater. The result of the experiment was gratifying. To-night Julia Marlowe began a week's engagement and the house was sold out, it was said, before the performance began. Mr. Hartz has decided to put up no more posters.—*Chicago Record*.

A WRITER, who signs himself Alfred Henry Lewis, says, in the New York *Telegraph*, that

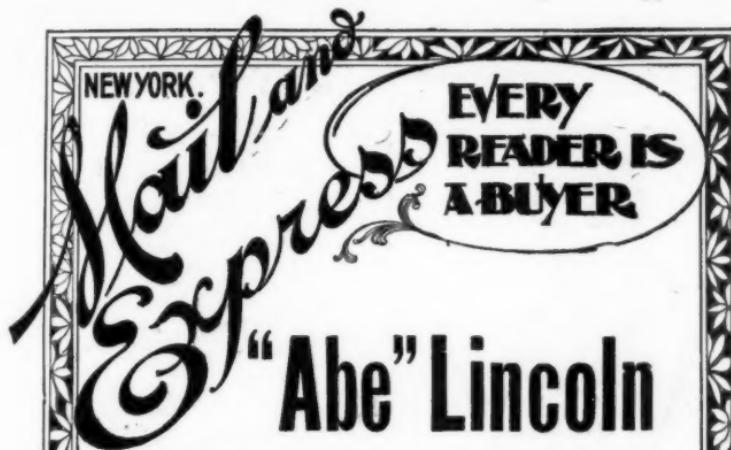
the head of a great wine house once offered Richard Croker, the "Tammany Boss," \$35,000 per year merely for the use of his name as an agent for his wines. The story sounds "dopey," but is doubtless true when it is remembered how some wine houses spend money lavishly and very foolishly in "freak" schemes of advertising. Had Richard Croker accepted the offer of the big wine house, there is no doubt that his name would have sold the wine in almost every Tammany saloon in New York City.—*National Advertiser*.

POSTMASTER-GENERAL CHARLES EMORY SMITH has modified previous rulings of the department in definition of third-class mail matter. Under this latest ruling all impressions obtained upon paper or cardboard by means of printing, engraving, lithography or any other mechanical process easy to recognize, except the typewriter letter or manifold copy, are held to be printed matter, if not in the nature of an actual and personal correspondence. Matter prepared by the typewriter must be regarded as personal correspondence and unmailable at third-class mail rate of postage, but the facsimile copies of typewriting obtained by a mechanical process are assimilated to printing and may be regarded as third-class matter, provided they are presented for mailing at the post-office windows and in minimum number of twenty perfectly identified copies. If mailed elsewhere or in less number, postage at first-class rate must be required.—*Fourth Estate*.

"The Works of Rogers, Peet & Co., Outfitters," is the title of a unique advertisement issued by the New York clothing firm. It consists of eight little pamphlets printed in the tasteful style and on the rough white paper adopted by many publishing houses for pocket volumes, inclosed in a little red box such as may be seen in high-class book stores holding editions of poems. At the top of the cover of each volume appears in old-fashioned type in black and red ink, "The Works of Rogers, Peet & Co., Outfitters." At the bottom of the first volume is inscribed, "The First Little Book—Suits and Overcoats for Young Men." The succeeding volumes are similarly dedicated to shoes for men, hats for men, haberdashery for men, suits and overcoats for boys, shoes for boys, hats for boys and haberdashery for boys. The contents of each volume are neatly printed in a style that properly carries out the clever idea, and the illustrations are carefully designed and executed.

In explaining why he changed the form of the *Puritan* from a quarto, like the *Ladies' Home Journal*, to the size of *Munsey's Magazine*, Frank A. Munsey says: "The quarto publications, almost without exception, carry advertising on reading pages. As we see it, this is a relic of an inferior age of journalism. From the very first issue of the *Puritan* we fought against mixing advertising and reading together. It was not at all satisfactory to us, and we know it was not at all satisfactory to readers. But in the quarto form it was a most difficult thing to handle. We made attempts at it, and finally decided to separate all advertising, absolutely and positively, from reading matter and illustrations. However, it did not work out well, mechanically. There was just one thing about it—only one. The size was wrong, all wrong. A modern, up-to-date publication—a publication in which advertising and reading matter are not all jumbled together—such a publication could not be worked out satisfactorily and at one dollar a year in the large-page form."

PATIENCE—What is the cheapest-looking thing you ever saw about a bargain counter? Patrice—A husband waiting for his wife.—*Yonkers Statesman*.



Once said: "You can fool some of the people all of the time and all of the people some of the time, but you can't fool all of the people all the time." Father Abraham probably had in mind the American advertiser when he evolved his great truism. A newspaper can fool an advertiser once in a while; it may fool him twice in a while, but it can't fool him all the while, because, when it fails to give him the expected returns, he withdraws his patronage and transfers it to a medium that will pay him. That's why some New York newspapers are not carrying as much advertising as they formerly did.

On the other hand, when a newspaper's circulation and advertising patronage go on increasing week by week, month by month, and year by year, like that of **THE MAIL AND EXPRESS**, it clearly demonstrates that a high-class, clean evening newspaper, that goes into the homes of the people, is appreciated, purchased and read, and that its advertisers get returns for the money they put out.

Just take the month of September, 1898, for example. During that month the advertising in **THE MAIL AND EXPRESS** increased 6,930 agate lines over the corresponding month of last year. The other high-class evening papers managed to lose 4,756 agate lines between them during the same period.

During the first nine months of 1898 **THE MAIL AND EXPRESS** printed **1,973,860** agate lines of paid advertising. This is a gain of 176,218 lines when compared with the same period of 1897, an increase of nearly 12 per cent. **THE MAIL AND EXPRESS** carries more advertising than any other evening paper in New York.

During these same nine months the next paper on the list printed 312,088 agate lines of advertising less than **THE MAIL AND EXPRESS** and lost 163,814 agate lines, when compared with the same period of last year. This was a loss of more than 9 per cent of its entire advertising patronage.

During the nine months ended July 31, 1898, the **net paid average daily circulation of **THE MAIL AND EXPRESS** increased more than 100 per cent.**

The circulation of **THE MAIL AND EXPRESS** is greater than that of all the other high-class evening papers of this city combined.

**"Every Reader is a Buyer."**

BORDER DESIGNED BY  
**CHAS. F. JONES**  
SUITE 101 WORLD BUILDING  
NEW YORK.

## MUNYON'S PATIENTS TESTIFY.

**They Gladly Tell of Their Restoration to Health.**



Mrs. E. Short, 78 Washington St., Providence, R. I., says: "Had muscular rheumatism in my arms so badly could not use them. Munyon's Rheumatism Cure cured me and have had no trouble since."

Miss M. L. Bernard, Kingston, N. Y., says: "Suffered for a long time with stomach trouble. Sent to Munyon's for his remedies, which promptly cured me."

Edward C. Coombs, St. Nicholas, Pa., says: "My wife suffered from rheumatism, kidney and heart trouble. Believed she would die. Munyon's Remedies entirely cured her in two weeks."

## CAUSE AND RESULT?

BURLINGTON, Vt., October 4, 1898.

## Editor of PRINTERS' INK:

The inclosed picture of our friend Munyon, taken from the *Hartford Courant* of October 4, 1898, shows a juxtaposition of cuts that can

## INJUDICIOUS DISTRIBUTION.

MILWAUKEE, Wis., Oct. 4, 1898.

## Editor of PRINTERS' INK:

Why is it that a man who appreciates the fact that advertising is one of the fundamental principles of business does not have sense enough to be careful as regards the proper addressing of matter, such as circulars, sample copies, etc.? Hundreds of sample copies come into the Milwaukee post-office of such papers as *Comfort*, *Boyce's Monthly*, etc., and I am positive that half of them never reached the addressee. What a waste of time, labor and money. It seems to me that the only proper course for such periodicals to pursue is to purchase a local directory of recent date and then proceed to "flood" the town with their publications. That course would, at least, insure an almost absolute delivery of their matter. The "Little Schoolmaster" can not give his pupils any better or more important lesson than that of the proper addressing of all mailable matter. You will, of course, appreciate the fact that a "layman" in the matter of advertising penned this letter.

JOHN WHITTINGHAM,  
389 Greenbush St., Milwaukee, Wis.



An editor at a dinner table, being asked if he would take some pudding, replied in a fit of abstraction: "Owing to a crowd of other matter, we are unable to find room for it."—*National Advertiser*.

## MONUMENTS, ETC.

## CUT RATES.



We have a few good Monuments and Head Stones, will sell at reduced prices the next 30 days, as we wish to reduce stock. Please call examine stock, work and get prices.

F. SLOCUM. 1 Ford St.

T. P. Skinner,  
E. E. Foster,  
Salesmen.

Telephone 1221-5.

hardly be what was intended by the artist that drew the picture. It looks as though Mr. Munyon was pointing to the silent but efficient testimony of one of "Munyon's patients," at the same time suggesting that other patients might secure similar monuments at "cut rates" against the future time of need.

J. A.

## IT TICKLED HIM.

CHATTANOOGA, Tenn., Oct. 8, 1898.

## Editor of PRINTERS' INK:

We note with great pleasure on page 49 of the issue of PRINTERS' INK of October 5 the *Chattanooga Times* was placed by a committee of experts as one of the ninety-four daily newspapers in the United States which they regard as possessing "quality of circulation" among the papers of America.

This recognition of the facts regarding the *Chattanooga Times*, without any previous knowledge on our part, is very gratifying to us. We are sending you to-day, under separate cover, an affidavit showing that our daily circulation in the past six months has averaged 9,884, and our Sunday circulation during the same period has averaged 13,430. We believe that this can hardly be surpassed in America in a city of 50,000 inhabitants. Very truly yours,

"CHATTANOOGA TIMES."  
Geo. W. Ochs.



## THE DESIRE FOR CHANGE.

There is one thing that will always prove an invaluable aid to any new article, and that is the desire for change, and the inherent tendency toward novelty in human nature. This peculiar quality can always be counted on as an ally, and is the hope of every advertiser who sets out to win the market. The public is always willing to look and to hear.—*Art in Advertising*.

## FAIL TO UNDERSTAND.

NEW YORK, Oct. 5, 1898.

*The Geo. P. Rowell Advertising Agency:*

GENTLEMEN—We have recently found that agents do not yet seem to understand what is, and what is not, the proper way of estimating on the *Ladies' Home Journal*. Below are given two sample estimates. The first one is not correct, and business so taken will be in violation of our contract. The second estimate is proper. If your agency does not understand the matter in the manner below given, will you kindly see that the different members of your staff are given the information that will set them right, so that quoting the *Journal* on a list with other publications, wherein any deviation whatever is made from the publisher's price in the total amount charged for the list, will not occur.

The *Journal* must be estimated upon separately, or following such lists as contain any deviation from the publisher's price; the full publisher's price of the *Journal* to be added to the amount charged for other publications. Century, one page, one time ..... \$250  
Harper, " " ..... 250  
Scribner, " " ..... 200  
*Ladies' Home Journal*, 50 lines, one time. 250

Publisher's price ..... \$950  
(Incorrect way.) Our price ..... 875

Century, one page, one time ..... \$250  
Harper, " " ..... 250  
Scribner, " " ..... 200

Publisher's price ..... \$700  
(Correct way.) Our price ..... 655  
*Ladies' Home Journal*, 50 lines, one time. 250

We think you understand the matter as above outlined. Yours truly,

THE CURTIS PUBLISHING COMPANY.  
E. W. Spaulding, Mgr., New York Office.

## FOWLER ORIGINATED IT.

BOSTON, Mass., Oct. 7, 1898.

*Editor of PRINTERS' INK:*

During the last year PRINTERS' INK and other journals have had much to say regarding the Gibraltar ad of the Prudential Insurance Company, and at the present time a paragraph is appearing in a good many papers to the effect that the New York Life Insurance Company will pay \$1,000 for a design equal to it. It may interest you to know that this idea originated with Mr. Nathaniel C. Fowler, Jr., who furnished the general outline of the drawing, and the exact wording, "The Prudential has the strength of Gibraltar," for the J. Walter Thompson Agency, to be used by the Prudential Company, the Thompson Agency having charge of this business. The actual drawing itself was made by one of the Thompson artists, or by the artist connected with one of the New York illustrated weeklies, the artist following Mr. Fowler's detailed written instructions. Sincerely yours, H. M. HILL.

## IN KENTON, O.

KENTON, Ohio, Oct. 7, 1898.

*Editor of PRINTERS' INK:*

Advertising is the life of trade everywhere, and especially is this true in Kenton, O. I do not believe there is a town this size in the State of Ohio where the business men are as firm believers in newspaper advertising as they are in this city. Out of 87 business houses, 73 are advertising in the leading daily and weekly papers. There must be about 73 copies of PRINTERS' INK sent to Kenton every week.

FRANK B. WILSON.

## JUMPING ON THE SCHOOLMASTER.

Everybody who has money to buy things reads a daily paper. You can get a hundred thousand circulation in a daily paper for less than twenty-five thousand will cost in a weekly.—PRINTERS' INK.

HYDE PARK, N. Y., Oct. 6, 1898.

*Editor of PRINTERS' INK:*

I note with interest the inclosed. I do not see how you can expect advertisers to have any faith in one who prints such stuff as this.

I was born in the heart of Dutchess County, and have lived here for over fifty years, and know that practically no one here (outside of the cities) takes a daily paper, and what few are taken are the small county dailies—of little use to the advertisers. The families of Dutchess County have "money," and are as enterprising and progressive as other rural sections of the country, I am sure, and not one in twenty—and I think not one in fifty—takes a daily. I have never had a personal interest in any paper, and simply write this in a kindly spirit to suggest that you take a stand more near the truth.

As to the big cities, I am as ignorant about them as you are about the rural districts.

The rural population are the buyers of most advertised goods.

Nothing would be more foolish and suicidal than for me to patronize dailies in my business, and the same can be said of the great mass of advertisers. Very truly yours,

A. T. COOK, Seedsman.

## "PRINTERS' INK" PLEADS NOT GUILTY!

Office of  
"THE GERVAIS WEEKLY STAR,"  
Wm. J. Clarke, Editor.  
GERVAIS, Ore., Oct. 1, 1898.

*Editor of PRINTERS' INK:*

Through your "puffing" up Kramer, of the Sterling Remedy Company, I entered into an advertising contract. The work has long since been completed, but all attempts to reach them by mail have failed. Don't you think you do us country editors an injustice by "puffing" up so strongly fraud—just for the sake of a little money? I think you overdo the matter, and I, for one, consider your paper retrograding—it's all advertising and "puffing."

Besides, you advocate a rate of pay that knocks us silly. I am offered, every once in a while, \$4 a year for 8-inch single column, with full space and position. There is no doubt of it that the Philadelphia *Record* or no other paper in the world can reach the field I cover. No more can I cover the Philadelphia field. It's the same proposition—not one copy reaches him nor do I send one there. See?

Be fair and we will give you credit.

Yours respectfully, W. M. J. CLARKE.

## Sample

A sample of one kind of work I do is the center double-page of George Kissam & Co. in the last number of PRINTERS' INK. But different advertisers require entirely different ideas and methods. If you want to know what I can do for you, write to me about it.

## WOLSTAN DIXEY,

Writing, Illustrating, Ideas, Plans and  
Advice for Advertisers.

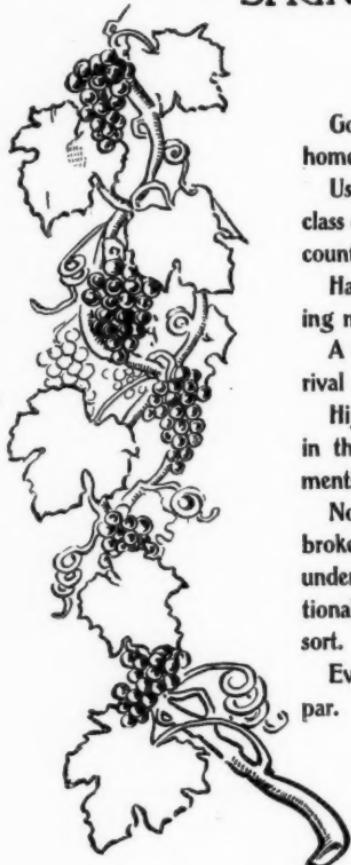
150 Nassau Street,

New York.

# Woman's Home Companion

SPRINGFIELD, O.

NEW YORK  
108 TIMES BLDG.  
CHICAGO  
1643 MONADNOCK  
BLDG.



Goes to over 300,000 refined homes where money is "easy."

Used and indorsed by the best class of general advertisers of the country.

Has hardly an equal in securing mail orders.

A dollar magazine without a rival in its field.

Highest standard of excellence in the acceptance of advertisements.

No black, unsightly cuts, no broken columns, no medicals under three inches, no questionable announcements of any sort.

Everything must be above par.

**Mast,  
Crowell &  
Kirkpatrick**  
Publishers

## AT THE HUB.

BOSTON, Oct. 7, 1898.

## Editor of PRINTERS' INK:

Ubert K. Pettingill, of the advertising agency of Pettingill & Co., has been appointed sinking fund commissioner of Boston. Besides supervising with James T. Wetherald, one of the largest advertising businesses in America, and being a managing director in the Mechanics' National Bank, he personally attends to the great output of publicity for Dr. Greene's Nervura. The \$5,000 given in trust in 1790 by Benjamin Franklin to aid worthy objects in Boston now amounts to over \$500,000 with accrued interest and has just been decided to be at the disposal of the city, and a proposition is made to expend it in building and equipping a trade school where printing will be taught, including artistic job work and the constructing and setting of advertisements. "Bob" Simons, *Globe* building, takes a space in the suburban street cars to say, "Let me write your ads—this head is full of ideas," and then contradicts himself by showing a neckless portrait in imitation of "Facial Soap Woodbury." A school of demonstration has been opened in Boston to teach and supply young lady demonstrators. There is an active demand for capable ones, owing to the number of expositions and food fairs at which the large advertising firms wish to exhibit.

GERAL DEAN.

## A JAPANESE NEWSPAPER.

With a total population of but six hundred Japanese, New York has a weekly paper called the *Japanese News*, which has its office and editorial rooms on Sands street, Brooklyn. The newspaper is published by Mr. Matsumoto, a young Japanese who came to New York a year ago a stranger. Upon investigating he found that no Japanese newspaper was published in New York, so he resolved to establish a weekly in that language. A difficulty presented itself in the problem of how the *Japanese News* could be duplicated. Of course printing in the ordinary way was out of the question. But, nothing daunted, the young man made a study of the duplicating processes invented by American genius. Finally he selected Edison's mimeograph as best adapted for his purpose, and shortly afterwards offered the *Japanese News* to the world. Probably no other paper was ever so literally the production of one-man power as this publication. During the first year of its existence the energetic Matsumoto was editor, publisher, printer, printer's devil and mailing clerk. Supported in his efforts by his companions, he has made a success of his undertaking, and is now the owner of a large lithographing machine by which the paper is duplicated. The *Japanese News* is a four-page sheet of 24x14 inches, and is bright and newsy. Its tone is strongly American—in fact, there are very few foreigners who are so enthusiastically pro-American as the Japanese in this country.—*Success.*

## CUBAN TRADING.

Firms doing a mail order trade will be interested in the scale of duties that will have to be paid by them if they send goods to ports in Cuba. There is a tax of about \$1 on silver watches, \$3 on gold watches, and 40 cents on alarm clocks. On grand pianos a duty of about \$37 has to be paid, the duty on upright pianos being 25 per cent less. The tax on knives of any kind, and on scissors, is about 37 cents each. On pills and drugs the tax is about 23 cents per kilogram. The tax on organs and similar musical instruments is about \$18. There is a heavy duty on books, whether printed in Spanish or not.—*Publishers' Commercial Union, Chicago.*

## ONE WAY OF "CALLING ATTENTION" TO ADS.

An admirable plan of dealing out local mention to its advertisers is followed by the North Adams (Mass.) *Housac Valley News*. Each week new advertisements are noticed in a column headed "Our Advertisers." The mention is brief, but to the point. Here are several samples from a recent issue:

"Lonergan & Bissall's announcement on page 16 will interest the mothers of growing and careless boys."

"The C. & C. Dye Co. have a new story this week on page 6."

"The New England Butter Co. tell about their excellent stock of teas and coffees on page 7."

"L. E. Higley tells on page 9 about something appropriate for wedding gifts."

The plan undoubtedly pleases advertisers, and does away with the free reading notice bore.—*Newspaperdom.*

## Classified Advertisements.

*Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.*

## WANTS.

25 CTS. a line for 50,000 proven. WOMAN'S WORK, Athens, Ga.

WANT orders for circs., almanacs, catalogues, books; long runs only. P. CO., Printers' Ink.

WANTED—Sample city "Pocket Guides" selling adv. space. J. C. DUPORT, Westfield, Mass.

WE buy, rent and sell letters replying to ads. PRESS LETTER EXCHANGE, Sta. E, N. Y.

PERFECT half-tone cuts, 1 col., \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

MAIL order men, write for our proposition; clean goods; large profits. 613 Consolidated Exchange Building, Chicago, Ill.

IVE advertising manager for live Western horses, single or in pairs, in East. Address "CHANGE," care Printers' Ink.

WANTED—Linotype, single or duplex. State condition, price, time of delivery. Address "PARKER," care Printers' Ink.

WANTED—A few good mail-order houses to take the sale of Sampson Santiago Puzzles. WISCONSIN SPECIALTY CO., La Crosse, Wis.

YOUNG man (28), with ten years as reporter in New Jersey, desires position on live weekly in Western State. "REPORTER," Printers' Ink.

WANTED—Case of bad health that R-T-P-A-N-S will not benefit. Send 5 cents to RIPANS CHEMICAL CO., New York, for 10 samples and 1,000 testimonials.

MANAGING editor of leading New York trade journal desires some position where ability, experience, industry and integrity will be of value. "V.," care of Printers' Ink.

MANAGER desires position on a newspaper, where knowledge, hard work and hustle are needed. Eight years' experience. Would purchase interest. DAY, Printers' Ink.

WANTED, PARTNER—An active newspaper man, who is satisfactory, can purchase half interest in an agricultural paper in the Central South, with bona fide subscription list over 5,000. Reasonable salary. Only \$1,300 required. Address "FARMER," care Printers' Ink.

WANTED—A missionary to labor with the American Tract Society and induce the Society to look at the death trap it at present maintains in its Spruce street sidewalk. When the pit is not open its cavernous mouth is veiled with an iron grating so poorly constructed and so warped out of shape that it is almost a miracle that some woman or girl employed in the neighborhood has not yet broken or dislocated a leg by slipping through. A suitable salary will be paid to a good man who will attempt this missionary work and influence this great Society to reform its evil ways. Address, with references, PRINTERS' INK, 10 Spruce St., New York.

**B**USINESS manager, strong in advtg and circulation, wishes change. Thorough experience on successful dailies. Increase profits. Young, highest references. "J. F." care Printers' Ink.

**WANTED**—A newspaper. The advertiser, an experienced newspaper man, wishes controlling interest in a newspaper having prosperous possibilities—a daily newspaper in a town with forty thousand people or more. He has the experience and the necessary funds. Address, in confidence, "N. M." care Printers' Ink.

## W

WE  
WANT

HIGH-GRADE  
ADVERTISEMENTS:

CAN WE GET YOURS?

50,000 GUARANTEED CIRCULATION.

Rates, 25 cents per agate line, each insertion. All ads next to reading matter.

\$ 1.00 buys 4 lines	\$ 14.00	4 inches
1.25 " 5 lines	17.50	5 inches
1.50 " 6 lines	21.00	6 inches
1.75 " 1/2 inch	24.00	half col.
3.50 " 1 inch	49.00	one col.
7.00 " 2 inches	98.00	half page
10.50 " 3 inches	196.00	1 page

Only first-class matter accepted. Parties without good commercial rating must send cash with order. Cuts must not be over 23-16 inches wide. Copy for an issue should reach us by the 25th of previous month. An adv. that will pay anywhere will pay in WOMAN'S WORK, Athens, Ga.

♦♦♦

ILLUSTRATORS AND ILLUSTRATIONS.

**H.** SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

♦♦♦

MISCELLANEOUS.

"NOX 'EM ALL" Stories are hand-made, long filler, no added ingredients, equal to 5¢ cigar; \$15 per 1,000. Samples mailed, 25¢. Sat. guar. JNO. & JOS. LOBMLI, Wellsville, W. Va.

♦♦♦

MAILING MACHINES.

**M**ATCHLESS mailer, \$12 net, "beats the beater," REV. ALEX. D'RK DICK, Meridian, N. Y.

**H**ORTON MAILER (\$20 net), most exact, most rapid, most easily worked. For sale at all branches AMERICAN TYPE FOUNDERS' CO.

♦♦♦

SUPPLIES.

**V**AN BIBBER'S  
Printers' Rollers.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., LTD., 10 Spruce St., New York. Special prices to cash buyers.

♦♦♦

ADDRESSES AND ADDRESSING.

**N**AMES of school teachers, farmers and others in Ohio. G. C. JACKSON, Akron, O.

**C**LASSIFIED ADDRESSES—Agents, invalids, trades, etc. Authenticity guaranteed. State class, quantity and secure rates. F. R. CARTER, Inc., 116 W. 34th St., New York.

♦♦♦

AGRICULTURE.

**I**f you would reach the farmers, use the column of Lippman's Almanac—one hundred thousand copies guaranteed, and the Memorandum Books—two hundred thousand copies guaranteed. For ten dollars you can give you an advertisement of four lines in the entire edition. These books have been published by us for twenty years.

**L**IPPMAN BROS., wholesale druggists, Lippman's Block, Savannah, Ga.

♦♦♦

ADVERTISING NOVELTIES.

**N**OVELTIES and calendars. Clasp Co. Sells direct. No agents. See ad below.

**A**D-NOVELTIES, Ad Calendars. Write CLASP CO., Buchanan, Mich., for samples and prices.

**O**UR mailable bill hooks are business builders. Free sample and folders. AMER. BILL FILE CO., Ft. Wayne, Ind.

**F**or the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

NEWSPAPER METALS.

**H**ONEST electro, stereo, and Linotype metals E. W. BLATCHFORD & CO., Chicago.

♦♦♦

ADVERTISING MEDIA.

**W**OMAN'S WORK, Athens, Ga., 4 lines \$1.

**W**OMAN'S WORK, 50,000 proven, 25 cts. a line.

**W**OMAN'S WORK, Athens, Ga., 25 cts. a line for 50,000 proven.

**A**MERICAN HOMES, Knoxville, Tenn.; 1 yr. \$1, including 40-word ad. Disp. 15c. ag. line.

**40** WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

**A**DVERTISERS' GUIDE, Newmarket, N. J., 8c. line. Circ. 4,000. Close 24th. Sample free.

**R**EPUBLIC-JOURNAL, Littleton, N. H. 2,800 circulation. Linotype composition. Send for rates.

**B**EST country advertising medium in Iowa. Circulation 1,800. CASCADE PIONEER, Cascade, Iowa.

**A**NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

**I**f you make anything that hardware dealers can sell, the HARDWARE DEALERS' MAGAZINE of New York can tell them all about it—interestingly and at a reasonable cost.

**T**HE Rochester, N. H., COURIER, weekly, has the largest circulation of any paper in a manufacturing city having a population of 7,200. A good country paper at a great trade center.

**T**HE YOUNGSTOWN SUNDAY NEWS offers \$100 reward if they haven't got the largest circulation in that territory of 100,000 people. Rates, 20c. inch. Address NEWS, Youngstown, O.

**T**HE TIMES-UNION of Albany, N. Y., is the leading paper of the capital city. Its paid circulation is larger than that of all the other Albany dailies combined. As an advertising medium it is unequalled. JOHN H. FARRELL, editor and proprietor.

**R**EACH OREGON, Washington and Idaho progressive farmers via the WEBFOOT PLANter, the leading farm journal of the Pacific Northwest. 5,000 copies monthly guaranteed. Write for rates and sample copy. They will interest you. WEBFOOT PLANter CO., Portland, Ore.

**I**f you have anything that you want to sell to teachers, advertise it in the AMERICAN PRIMARY TEACHER and MODERN METHODS, both published monthly. They have a combined circulation of nearly 55,000 a month. Rates exceedingly low, considering size and quality of circulation. Write now for sample copies and terms. NEW ENGLAND PUBLISHING CO., 3 Somerset St., Boston.

**A**BOUT seven-eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. R. HOWELL ADVERTISING CO., 10 Spruce St., N. Y.

**H**ARDWARE DEALERS' MAGAZINE, New York, has a wide circulation among the best hardware and house furnishing goods trades throughout the United States, Canada, Mexico, South America, Australia, Great Britain, Europe and South Africa. Offers any manufacturer desiring to reach the wholesale and retail hardware trade of the world the most positive and direct service at as low a cost as is consistent with the service rendered.

**T**HE ADVERTISERS. We publish the NEW YORK MUSICAL ECHO, consisting of 32 pages and cover—pages 12x14—containing portraits of actresses, vocal and instrumental music.

**I**f you want to contract for 500 copies, you take them, or if you want them, we will give you the back page for your advertising and charge you six cents a copy for the Echo. You could not give away anything to your lady customers that would be more pleasing than the NEW YORK MUSICAL ECHO. Address

NEW YORK MUSICAL ECHO CO.,  
Savannah, Ga.





# Street Car

---

Which road gives the best value for the money expended in advertising?

*The Brooklyn "L."*

Why?

*Many reasons! Best service, most passengers, biggest display.*

How much a month?

*Cheap! 297 cars, \$100 a month for a card in all.*

What size card?

*16 by 24 inches.*

Bigger than the ordinary kind?

*A great deal—others are 11 by 21 only.*

How are they displayed?

*In curved racks—attractive, neat, forcible.*

---

**GEO. KISSAM & CO.,**





# Catechism.

---

Many advertisers there?

*Yes—dozens of the cream of the country.*

Profitable?

*Very big results at a small cost.  
Greatest advertising on earth.*

Who else says so?

*Those who use it—they like it—stick to it and advise others to use it.*

Do the cars go over the bridge?

*They do—and it makes the advertising twice as effective.*

Then there's an advance?

*No—price is the same although the value is doubled.*

Any other particulars?

*Yes—but get them by mail. There are too many good points to give them all in this one advertisement.*

---

**253 BROADWAY, N. Y.**



"QUEEN CITY OF

# Seattle and "The AN EASY

## Facts for Advertisers.

The growth in circulation of The Seattle Daily Times has been the most phenomenal in the history of journalism on the Pacific Coast—without a single exception. In proof whereof read the following figures:

Average daily circulation, 1895,

**3,831**

Average daily circulation, 1896,

**5,989**

Average daily circulation, 1897,

**9,288**

Average daily circulation for first six months for 1898,

**16,068**

Average daily circulation for April, May and June of 1898,

**18,523**

Highest monthly average in 1898,

**19,246**

Highest average Saturday circulation for any month in 1898,

**22,632**

New York . . . . . THE S. C. BECKWITH

THE S. C. BECKWITH SPECIAL

AGENCY, New York City, N.

GENTLEMEN—I hand herewith, in behalf of the T. Printing Co., publisher of Seattle Daily Times, a statement from Hon. Will. D. Jenkins, Secretary of State and ex-officio Insurance Commissioner of the Commonwealth of Washington, which, in my judgment, tells the business world some solid facts as to that state. It has the highest standing and greatest circulation in the State of Washington.

I may add that 300,000 out of 450,000 population in the State of Washington reside west of the Cascades and in that territory known as Western Washington.

Respectfully,

A. J. BLETHEN,

TY OF THE SOUND."

# The Seattle Times"

## SY WINNER

STATE OF WASHINGTON  
DEPARTMENT OF STATE  
OLYMPIA

*Insurance Department.*

WILL D. JENKINS,  
Secretary of State and Ex-Officio  
Insurance Commissioner

C. G. HEIFNER,  
Deputy Commissioner

August 4th, 1898.

Col. A. J. Blethen,

Editor and Publisher, "Seattle Daily Times";  
Seattle, Wash.

Dear Sir:

Responding to your request for information as to why "The Seattle Daily Times" was designated by this department as the medium through which the various insurance companies doing business in this State should be required to give information regarding their financial standing, etc., I beg herewith to quote the law under which this publication was made, to wit: a portion of Section 2 Chapter 65 of the Session Laws of 1897 which reads as follows:

"Every Insurance Company, Corporation or Association doing business in the State of Washington shall cause to be published once each year in the two daily papers of the largest general circulation, to be designated by the Insurance Commissioner, one in Eastern Washington and one in Western Washington, a full synopsis of its annual statement as prepared by the Insurance Commissioner."

Upon investigation I became convinced that "The Daily Times" had a larger circulation in Western Washington than that of any other journal, and desiring that the spirit of the law requiring that the widest possible publicity be given the publications in question I therefore designated "The Times" as the medium for this purpose.

Very Respectfully,

*W. D. Jenkins*  
Secretary of State and Ex-Officio Insurance  
Commissioner.

BACK WITH SPECIAL AGENCY - - - - - Chicago

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

**ADVERTISING RATES:**  
Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. A special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.  
PETER DOUGAN, Manager of Advertising and  
Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.  
LONDON AGENT, F. W. SEARS, 50-52 Ludgate  
Hill, E. C.

NEW YORK, OCT. 19, 1898.

THE latest PRINTERS' INK baby is called *The Shoe Seller*, and devotes itself to photographic reproductions of shoe ads in the newspapers. It is published monthly by C. A. Bates, 132 Nassau street, New York City, at two dollars a year.

THE publishers of the American Newspaper Directory offer a free copy of the next issue of their book to the first person who specifies a single paper that is entitled to a higher circulation rating by letter than the one accorded in the edition that appeared in September, 1898.

IN twenty years not a single issue of the Toledo (Ohio) *Weekly Blade* has been so small as 100,000 copies. No other American weekly had so large an output for every issue for so many consecutive years. The present average edition of the *Weekly Blade* exceeds 170,000 copies.

THE Textile Manufacturers' Directory of the United States and Canada gives the names of woolen, cotton, silk, jute, flax and linen manufacturers, dealers and brokers in raw material, dry goods commission merchants, jobbers and leading retailers, city offices and agencies of manufacturing companies, dyers, bleachers, finishers, print work of textile fabrics and a review of the wool, cotton and silk industry. It is published by Max Jagerhuber, 106 Grand street, New York, at five dollars a copy.

IT is said that more advertising business is transacted in the Boyce Building in Chicago than in any building in the world. Among those in the building handling advertising are:

Chas. H. Fuller's Agency, Nelson Chesman Co., T. P. Robert's Agency, E. H. Clark Agency, H. W. Castor & Sons, *Boyce's Monthly, Munsey's Magazine, Chicago Grocer, Boyce's Weeklies, Forest and Stream*, J. E. Van Doren, Henry Bright, C. E. Ellis List, H. M. Ford, Lyman Abbott, W. M. Hillock, and a score of advertisers.

THE publishers of the American Newspaper Directory offer a free copy of their next issue to the first person to prove that any paper described in the last edition is entitled to a higher circulation rating than the one accorded. Some persons might think off-hand that this would necessitate an enormously large edition of the Directory, but the Directory editor assures PRINTERS' INK he is strongly of the impression that the offer will not necessitate increasing the normal edition of the book even so much as fifty copies.

"THE REMINGTON AFLOAT" is sued by Wyckoff, Seamans & Benedict, New York, manufacturers of the Remington typewriter, is an original conception in advertising booklets. It contains large half-tone pictures of the numerous ships in the United States navy on which this typewriter is used. These range from the great battleships that demolished Cervera's fleet at Santiago to the "ocean greyhounds" that were used as auxiliary cruisers. The showing made by the Remington typewriter in this connection is impressive, and must be valuable from an advertising standpoint.

MR. F. JAMES GIBSON, for several years in charge of the publicity department at Vantine's in Broadway, N. Y. City, has been appointed general superintendent of the big dry goods store of Journeay & Burnham, on the Brooklyn side of the big bridge. Mr. Gibson owes his promotion to his reputation as a successful advertising man, and as he has on several occasions stated that he learned most of what he knows about advertising from PRINTERS' INK, the Little Schoolmaster actually feels a pardonable pride in the advancement of one of his pupils. The Journeay & Burnham advertising will be entirely under Mr. Gibson's management as part of his duties as general superintendent.

TELL your story so people can understand it, and if you deserve business you will get it. That is all there is in good advertising.

PEOPLE are not going to make a special effort to read your advertisement. It should be so plain that before they know what they are doing they have read it!

ADVERTISING will help any business, but it brings new customers and necessitates new methods. An unwillingness to make and meet the changes needed is what frequently makes the result of advertising such a total failure as is sometimes observed.

A CHICAGO advertising journal has been collecting opinions from publishers on the practice of "indorsing" advertisers. The best reply came from W. R. Roberts, of the Religious Press Association of Philadelphia, and was as follows:

In our judgment, the giving of special editorial indorsement to any advertisement is bad policy both for the paper and the advertiser; for the paper, because it indicates that untrustworthy advertisements are accepted for insertion; for the advertiser, because it indicates that the advertisement contains announcements too alluring, probably, to be believed unless special indorsement is added from the paper. We find that the best advertisers, who are proud of their name and reputation, do not ask special indorsement, and where special indorsement is asked there always seems to be something weak and questionable in the advertisement which acts against its effectiveness, even though bolstered up by the paper's indorsement. It is weakness on the part of an advertiser to need such indorsement. It is weakness on the part of the paper to give it.

THE business man who looks through PRINTERS' INK is never surprised at the number of newspaper advertisements which appear there. They are not so very numerous. He is, however, often impressed with the high quality of the journals whose announcements are seen, and the persistence and regularity with which they follow each other week after week, month after month and year after year. PRINTERS' INK being a journal for advertisers, its publishers strive to have its contents such as will do advertisers good and not harm. They exercise a somewhat severe censorship over advertisements offered for publication, and sometimes it has been asserted that the Little Schoolmaster was over-particular. It must be ever borne in mind, however, that the way to keep good company is to shun all that is not up to the standard.

ADVERTISING is a legitimate part of the cost of production, for of what use is the best thing in the world if we do not know that it exists, or where, or how to get it.

MR. C. W. POST, of the Postum Cereal Co., of Battle Creek, Mich., offers to the government free an idea which, he alleges, will greatly aid mail-order advertisers. Mr. Post desires the United States to issue what is practically a fractional paper money currency. This currency will contain blank lines for filling in names of payees. When these lines are left blank the "post cheques" will circulate like ordinary money. When the lines are filled, however, the amount on the face of the check will become payable at any post-office only to the person whose name appears thereon. Should a man wish to send fifty cents to an advertiser he would inclose a "post cheque" of that amount in his letter, first filling in the blank lines with the advertiser's name and putting a two-cent stamp on the cheque, writing his own name over the stamp to cancel it. The advertiser, upon receiving the cheque, cashes it at his post-office. As no one but he can have it cashed, loss from thefts is entirely eliminated. The idea seems ingenious and practical.

THE Frank B. White Company, the advertising agency of Chicago that devotes its attention entirely to agricultural advertising, issues a leather-bound book called the "Agricultural Newspaper Advertisers' Register," that costs one dollar and is well worthy of advertisers' attention. On each left-hand page three agricultural publications are listed with all necessary information regarding them; on this page also appear blank spaces for the date, when ad was placed, the key, whom the ad was placed with, space, times, initial issue, price, time payable and instructions. Each right-hand page consists of three blanks, one for each paper on the opposite page, for checking insertions and keeping a record of replies and sales and cost of each. The Little Schoolmaster was much impressed by the arrangement of the entire book, and is of the impression that every mail-order advertiser could well afford to pay a dollar for it, simply to note the arrangement, although unless he were an advertiser in agricultural papers he would not extract its full value from it.

THAT an advertisement should be convincing is far more important than that it should be original.

IF the weekly is as good as the daily, is that a sufficient reason why an advertiser should pay a weekly twelve cents a line for a thousand circulation when he can get twelve thousand circulation in a daily for one cent a line?

WE are of opinion, backed by the experience of thousands of live business men, that circulation is always valuable, whether it belongs to a daily, a weekly, a monthly, a quarterly or an annual publication; and we also believe that each of these classes of periodicals "cuts" equally as deep, although we are, of course, willing to concede that the weekly does not "cut" as often as the daily, nor the monthly as often as the weekly.—*Profitable Advertising*.

A New York advertising agency solicits orders for a list of 35 monthly literary magazines (one of which is dead), asserting that they have a sale of 3,235,000 copies monthly, and that the publisher's price for an advertisement occupying one inch of space in a single column is \$390.60, while the said agent will accept the order for \$275. The American Newspaper Directory accords to the 35 magazines named an issue of less than 2,000,000 copies, and experienced advertisers assert that a wise man will confine his magazine advertising to 9, thus eliminating from the list no less than 26 of those catalogued. Another New York advertising agency announces a willingness to print the same inch advertisement, in 3,000,000 copies of daily papers, for the comparatively insignificant sum of \$32.90, which is a good deal less than one-eighth the price demanded for the 35 magazines, although they really have less than two-thirds the circulation offered by the dailies. Advertising in dailies has another advantage over that in the magazines. It not only costs about one-tenth as much, but it takes only one-thirtieth as much time to get it done. The advertiser in daily papers might make a fortune and get out of business before the advertiser in the magazines saw the first application in answer to his announcement. Circulation is doubtless always valuable, whether it belongs to a daily or a monthly, but it is hard to understand why mere infrequency of issue should increase the value ten times. The same theory carried further would pronounce an advertisement in 1,000 copies of the city directory equal in value the same space in 100,000 copies of a daily paper.

THE Manchester (N. H.) *Union* has had a hard tussle with New York and Boston papers that have attempted to invade and capture its field by the aid of special trains. A correspondent of PRINTERS' INK, who is well acquainted with the whole subject, says:

It was on the field of the *Union* that the turning of the tide of battle came, and it was the *Union*'s circulation, loyal with the loyalty of nearly forty years and solid as a granite rock, which has really delivered New England newspaperdom from foreign competition. The publishers of the *Union* were confident that no New York paper could possibly make a special train up the Connecticut Valley pay, and contented themselves with advancing the time of going to press forty minutes, thus enabling their papers to leave Manchester on the 4.30 a. m. train, arriving at Concord at 5.10. Their train had previous left Manchester at 5.10 and arrived at Concord at 5.50. The advance in time forced the Boston *Globe* and *Herald* to run a special all the way through to Concord and thus put them under a very heavy expense. The paper train, so called, though it is really a passenger train, leaves Concord for the White Mountain country at 6 a. m. The *Union* for years had been the only paper on that train. The Boston *Globe* and *Herald* could, however, by running a special from Boston, catch the same six o'clock train at Concord and arrive at Wells River, Vermont, at 9.30 a. m., instead of at 2.30 p. m., the time they had formerly arrived. You could still buy a New York paper in Wells River, Vermont, or St. Johnsbury, but four hours after the arrival of the *Globe* and *Herald*. But for the *Globe* and *Herald*'s special train the New York paper would reach St. Johnsbury, Vermont, for instance, within half an hour of the arrival of the Boston dailies. This brought the competition too close and special trains cost a dollar a mile. Before the end of the Spanish war all the foreign papers found the hold of the *Union* on Northern New England too strong to be shaken, and abandoned their special trains. Consequently, to-day from Lowell, Mass., to Montreal, Canada, the Manchester *Union* is the first American morning paper to arrive. In every city and town north of Nashua, N. H., the *Union* is five hours ahead

of any other paper. The Passumpsic Valley, that rich section north of Windsor, Vermont, is again under the absolute sway of the *Union*, and at many points in the far northern sections of Vermont and New Hampshire it is the only daily paper obtainable on the day of publication.

A BUSINESS-BRINGING ad is what you want, not merely an impression-making ad.

ON Oct. 10th the New York *Times* reduced its price from three cents to one cent and published the following interesting explanation of its action:

It is the price of the paper, not its character, that is changed. In appealing to a larger audience the *Times* by no means proposes to offend the taste or forfeit the confidence of the audience it now has. That statement we make with all possible emphasis, so that no reader of the *Times* in the past need scan the columns of this morning's issue or of any subsequent issue with the least apprehension lest the reduction in price may be concurrent with a lowering of tone and quality. The old readers of the *Times* and the new shall find it a clean, truthful, carefully edited newspaper at one cent, a paper that recognizes its obligation to give its readers all the news, but values its own name and their respect too highly to put before them the untrue or the unclean. During the past two years the *Times* has made a large advance in circulation. From week to week the increase has continued. This sure and constant growth of its audience has been a convincing assurance that in its policy and its quality the paper was acceptable, that it was the kind of paper a large part of the American people liked to read. No paper, however, ever increases in circulation fast enough to satisfy its conductors. It has seemed to the managemens of the *Times* that, while the growth of its sales was steady and substantial, it was too slow. Everybody appeared to praise the *Times*, and what everybody praises pretty much everybody ought to have and enjoy. Why not? This reasoning led to the conclusion that the high price of the *Times* was an obstacle to rapid increase in circulation. Three cents a day is very little, but the monthly bill of the newsman for a three-cent paper is visibly and substantially larger than the bill for a one-cent paper. Price makes a difference to a vast number of persons, even if the sum involved be small. The proposition that many thousands of persons in this city of three and one-half million souls buy and read one-cent newspapers chiefly on account of their price and not on account of their character or quality seemed sound. We believe these thousands would like to buy and read a newspaper of the character and quality of the *Times* in preference to, or, let us generally suppose, in conjunction with, the papers they have been reading. The *Times* has determined to extend its appeal beyond those readers with whom quality is indispensable and price a matter of no consequence to the presumably much larger number of persons to whom both price and quality are of consequence. By reducing its price to one cent the *Times* removes every obstacle suggested by economy or necessity. It puts before the people of New York a clean newspaper of high and honorable aims, which prints all the news that is fit to print, and expresses its editorial opinions with sincere conviction and independence.

DURING the campaign of 1896 the New York *Journal* was the only Eastern paper of any prominence to espouse the cause of silver. Owing to this and the use of large sums in advertising and special trains, the *Journal* sprang into a large circulation in Southern and Middle New England. Many stout Republicans read it out of curiosity to learn "what the other feller" was saying. Its peculiar features, hitherto unknown to sober New Englanders, interested them as a species of literary dissipation. In May, 1896, the Manchester *Union*, of Manchester, N. H., the largest paper in New England outside of Boston, coming at about that time under new management and anxious to increase its circulation, made a contract with the *Journal*, and for months actually gave away as a prize or premium a copy of it with every copy of the *Union*. The result was to carry the *Journal's* circulation at a bound to the White Mountains and the Canada line. From the summer of 1896 all through 1897 it was a steady "increase" with the *Journal*. The growth of its circulation was phenomenal. Special trains carried the paper from New York to the Canada line up the Connecticut Valley to Newport, Vermont, so that one could read a *Journal* in Newport by 6 o'clock p. m. of the day it was published. To be sure, the edition had to leave New York by twelve midnight approximately, but the interference with the sales of the morning editions of all New England papers in the range of fire was very apparent. The Springfield *Republican*, smarting under the competition of a special train which landed the *Journal* in Springfield at about the time the *Evening Republican* was going to press, and not wanting to go to the expense of a private special train, asked the Boston & Maine railroad to put on a mail train to leave Springfield an hour or so before the New York *Journal's* special arrived, but this request was not acceded to. Then the *Republican* posted blank petitions in the post-offices of towns in the territory to be covered by such a mail train and used every influence with the post-office authorities at Washington to have such a train of the B. & M. R. R., but these efforts also failed. In Boston the war was hot indeed. The New York *Journal's* sales up and down Washington street seemed to overshadow those of

the Boston *Globe* and *Herald*. The fight, too, was carried further north, and a field hitherto considered impregnable was hotly contested by the *Journal* with Boston papers. When the Spanish war ended, however, the *Journal* and the Boston papers abandoned their active competition with the local papers, contenting themselves with such circulation as normally drifts to them without special trains and other expensive expedients. One result of its vigorous measures, however, is that the name of the New York *Journal* is to-day as well known in New England as it is in the metropolis, while many Yankees who have heard of it as a "yellow" journal, and were prepared to despise it, now know it to be a wide-awake American newspaper and have felt the charm that has made it the most widely read daily on the continent, if not in the world.

THE Sacramento *Bee* has probably printed more articles on advertising subjects, calculated to induce merchants to advertise, than any other paper in the country. In addition to "dog ears" and paragraphs it has published regularly every Friday, for a year past, an advertising talk. For the last few months the plan has been followed of outlining in each article the lines upon which some particular business could best be advertised. Prior to that time the articles were more of a general nature, illustrating the recognized principles of good advertising. Since a year ago the *Bee* has been writing changes for its advertisers, and has now permanently connected with the paper a professional advertisement writer who does nothing else but write changes for its advertisers and offer suggestions to them as to the best methods of utilizing their space. These are only a few of the methods which the *Bee* has followed for eight or ten years past for the purpose of educating the Sacramento merchants up to the proper methods of obtaining best results from use of newspaper space. That the paper's campaign in this line has been attended with good results is perhaps best attested by an examination of its advertising columns, and a comparison of them with the advertising columns of other newspapers published in towns no larger in size—to wit, 33,000 population—and also by comparison with the *Bee's* rates, which are generally supposed to be high.

"THE Drama of Glass," a cloth-bound book issued by the Libbey Glass Co., of Toledo, Ohio, written by Kate Field and full of interesting facts about glass, is one of the unique advertisements of the year.

*Resolved*, That publishers should decline all untruthful, misleading and unreliable advertisements, because their insertion discredits all advertising and makes reliable advertisements less remunerative than they otherwise would be.—*Resolution of Agate Club, of Chicago.*

But, prithee, how is a publisher to know whether an advertisement offered to him is untruthful, misleading or unreliable?

ALMOST every advertiser has his theory about the proper season for advertising. Some say that there is no use of trying to force trade when it is dull; others say that trade is good enough at certain seasons, and they only want more trade in such and such months. Hence they advertise at that time only. Some regard must be paid to season without doubt, and advertisements should be so worded as to be seasonable; but people read the newspapers about as much at one time as another, and if at certain periods an advertisement is not likely to be quite as productive, that fact keeps competing advertisements out of the newspaper columns, and consequently gives the whole field to the man who does advertise at that time, thus making the dull season in truth a season of plenty. We would not recommend a druggist to advertise "ice cold soda" in January, nor should "Arctic overshoes" for the retail trade be pushed with much energy in June; but outside of a few articles which have their seasons, it is admitted by the most successful advertisers that the best time to advertise is all the time.

#### BUFFALO BILL'S J K L JOKE.

Mr. H. C. Page, editor Bayonne, New Jersey, *Herald*, wears a comical smile when he relates his experience at the time of his recent visit to Denver, Colorado, with the so-called National Editorial Association. It seems the newspaper men had been invited to attend Buffalo Bill's Wild West Show and every mother's son of them accepted. After they were seated, so Mr. Page says, it was noticed every one except Page had a place in either the J K or L sections. Page was in a private box marked "Z."

HIGH-GRADE CIRCULATION  
IN DELAWARE.

Office of  
"THE SUN."  
CLEMENT H. CONGDON,  
Proprietor.  
WILMINGTON, Del., Oct. 7, 1898.

*Editor of PRINTERS' INK:*

A suit was settled in Magistrate Kelly's court here yesterday that presents an interesting proposition. The Diamond Printing Company entered suit to recover \$30 from Charles S. Horn for printing six editions of the *Delaware Farm and Home* during six weeks of 1897—November and December. Each edition consisted of 500 copies, according to the claim of the Diamond Printing Company. Horn proved by the pressmen of the Diamond Printing Company that he never printed more than 300 copies during the year of 1897, and that only enough copies were printed in November and December, 1897, to supply the advertisers. Judgment was entered against Horn for \$15—being one-half of the original claim of the Diamond Printing Company.

This is the first case on record where a publisher went into court to prove that his circulation was *less* than his printer asserted.

It would be interesting to agricultural advertisers to know what Horn reported his circulation to be to the editor of the American Newspaper Directory during November and December, 1897. He proved conclusively that only enough copies were printed to supply his advertisers. Yours truly,

CLEMENT H. CONGDON.

When the above letter was shown to the editor of the American Newspaper Directory and he was asked what he knew about the circulation of the paper in question, he learned by reference to his files that the publisher of *Delaware Farm and Home* had never made any statement of actual issues, and on that account the paper has received the "J K L" rating in the Directory, which is accorded to all papers not supposed to print so many as a thousand copies each issue. "J K L" may mean 999, 99 or 9 copies, or even less. The editor of the Directory had on file two statements copied from printed matter sent in from the office of the *Delaware Farm and Home* which read thus:

*Delaware Farm and Home* for twelve successful years has been a constant and welcome visitor to the home of the best of the rural population of Delaware and Maryland.

Only agricultural paper in the State. Is not published for the agricultural class throughout the United States, but is devoted almost exclusively to the interests of the farmers, fruit growers, horticulturists and dairymen of the peninsula of Delaware and Maryland; one of the most prosperous agricultural communities in the United States. During its thirteen years of publication it has taken in all the agricultural papers published on the peninsula, and during that time its pages have been devoted to agriculture as suited to the soil and climate of the field covered by its patronage. "We have a little field well tilled." It is indorsed by the Grange, farmers' institutes and horticultural societies, composed of prosperous, progressive and intelligent people who own and till their

own farms, and who are large buyers of the goods that are advertised in our columns. As we guarantee all our advertisers, satisfaction is assured. March 31 edition, 10,000 copies.

It will be observed that they deal in glittering generalities; as is usual with all papers of high character and small sale. They do however convey an impression of considerable circulation and indicate that a big special edition was sent out at least once. The Directory editor also exhibited a page from a book on the Agricultural Press issued by the advertising agency of George Batten (New York City) in which the *Delaware Farm and Home* has credit for 3,000 copies. All of which seemed to convince the said Directory editor that his own head was, is and always had been, level.

## WRITE TO YOUR M. C.

Office of  
PIERSON HARDWARE CO.,  
PITTSFIELD, Mass., Oct. 7, 1898.

*Editor of PRINTERS' INK:*

The writer is preparing a paper on "Modern Advertising," and would greatly appreciate a little information. Your issue of March 30th, the writer has a copy which gives a great many valuable points. Would you give me the names of a few of the heaviest advertisers and an estimated amount of their annual expenditure for same? Thanking you in advance for your courtesy, I remain, yours very truly,

FRANK E. PIERSON.

If our correspondent will look over his files of PRINTERS' INK for the past year he will find them absolutely bristling with information of the sort he so ardently desires. If Mr. Pierson has not been careful to preserve his copies a full file will be found available for research at the Washington Congressional Library, and it is a pleasant task for members of Congress to have such matters looked up for their constituents. They like to do it, and it costs them nothing, as the Government furnishes them the clerks needed to do the work.

## A LIST OF RATES.

NEW YORK, Sept. 21, 1898.

*Editor of PRINTERS' INK:*

Can you tell me where I can secure a book giving the advertising rates of newspapers?

HENRY RICHARDS.

The Newspaper Rate Book, issued by Nelson Chesman & Co., of New York, contains a catalogue of all publications in the United States credited by Nelson Chesman & Co. with a circulation of 5,000 copies per issue or over, and in addition to other information gives the advertising rates for each paper per line or inch for various periods.

## NEW JOURNALISM IN CUBA.

The *Daily Times of Cuba* is the first American newspaper to be established in Santiago, says the *Philadelphia Record*, and though it is having its share of the vicissitudes which beset such bantlings in the conditions of an era of reconstruction, there is a breezy quality about it which betokens vitality. The announcement that it has come to stay is both credible and characteristically American. One item from its columns illustrates some of the difficulties which environ new journalism in Cuba:

It seems to be the object in life of some people to do as little work and get as much money as possible. This was the case yesterday when our printers ran in upon us the article, "Are We Fools" which had appeared in our issue of the day previous. Our printers are all natives, which not only accounts for the many typographical errors, especially in our English section, but for the fact that we have to be constantly watching them. Some day a Yankee compositor will turn up in Santiago, and then we hope to turn out a better paper.

## THE "JOURNAL'S" CUBAN NEWS-PAPER.

In the *Inland Printer* Mr. Charles T. Peyton gives an account of how the *New York Journal* got out its Cuban edition recently at Siboney. The following are extracts:

"Printing in mid-ocean is by means a new idea, as most of the large transatlantic liners are equipped with plants for the purpose of printing bills of fare, programmes and even four-page newspapers. The flagships of our glorious navy print all the orders on board, and the auxiliary cruiser St. Paul has been printing a four-page *War Budget* since the beginning of our difficulty with Spain; but I believe the expedition fitted out by the *New York Journal* for the purpose of publishing the first American newspaper in Cuba was the largest and most interesting of all. We sailed from New York on June 17, bound for the first port in Cuba where we could land; but, as none of the cities had surrendered for some time after, we were compelled to stay at sea most of our time, or carrying dispatches from Siboney, Cuba, to Port Antonio and Kingston, Jamaica. Our print shop was located on the after deck of the steamer *Silvia*, which, by the way, was not was not a tugboat as some people imagined, but a ship of about 285 feet long. We had a Washington hand press, two iron stands, four pair of long primer cases, plenty of display type, lead cutter, rules, etc., and in fact everything necessary in case of emergency. The first two days out we took things easy, but on the third we decided to lay the cases, as all the type was new. After getting all the empty cases on the deck, under a large awning, where we could enjoy the good sea breeze, we lashed them to the seats. Then our troubles began. About this time we were entering the Gulf Stream, which is by no means a millpond, and things began to get mixed up, more especially the stomachs of our party. To make a long story short, it took us four days to lay the long primer and display type, a portion of the time being devoted to gathering up and distributing pi off the deck. The first edition of *El Journal De Nueva York—Periodico Americano para las Americanas* was issued on July 10 at Siboney, Cuba, and created quite a little excitement among the boys of both the army and navy, and was anxiously sought as souvenirs. We printed quite an edition, enough to blister the hands of every one in sight, as the hand press is not what it looks. Between trying to set a good string, clean proof and follow copy, we had our own troubles, as in reaching for a lower case f we were just as liable to strike the x box as anything, owing to the graceful roll of

our boat. At any rate, we managed to get the forms to press in time to catch any old mail, and they were strictly up-to-date war style, with scare head-lines and double measure. We enjoyed the services of the crew, from the mate to the mess boy, as each was anxious to be a printer for the time being. A look of disgust came over the face of each as he was up to his fiftieth impression, as it was not the 'cinch' they had supposed, but they lasted till our edition was finished, which was the 'largest on water.' We would have continued the publication at Siboney, but as the yellow fever had a better circulation than the paper of the same golden hue, we concluded to abandon the scheme until some future date. We sailed for Port Antonio, Jamaica, on July 12, and after seeing the sights there, and sampling their delicious fruits and famous stimulant, Jamaica rum, were pleased with our trip, and a smile broke over our faces when the captain was instructed to set his course for New York, where we arrived a week later, happy once more to be with the 'push' on Park Row."

## HOW TO WRITE COMFORTABLY.

The height of the chair you sit at while writing and that of the desk you write at are matters of some importance. Every person who writes habitually ought to have a chair specially made to suit his or her height, and the seat of the chair should be exactly one-quarter of your height from the floor. Thus, if you are six feet high, the chair seat should be eighteen inches. The width of the seat should exactly equal its height and it should slope backwards three-quarters of an inch to the foot. The back should be a trifle higher than the seat and sloped slightly, not too much. Finally, your desk should be two-thirds as high again as the seat of your chair. Thus, if your chair seat is twenty-four inches, the desk should be forty inches in height. When you have attended to all these little details, you can sit and write all day without feeling that backache that comes from chairs and desks that don't fit you.—*Publicity, Hull, England.*

## IN BACKWARD TORONTO.

This is the era of circulars. Never were so many of every possible kind sent through the mails. One would think there was an election or a plebiscitum going on all the time, if he could see the interior of Toronto post-office, at times for weeks past. The sorters have been greatly overworked, and application has been made to the postmaster-general on their behalf. If such avalanches of mail matter of this kind continue, there will have to be additional sorters provided.—*Monetary Times.*



FOR A BARBER'S AD.

## IOWA HUMOR.

The Eldora (Iowa) *Herald* thinks it ought to adopt forthwith the following schedule of special advertising rates:

For calling a man a progressive citizen, when everybody knows he is lazier than a government mule, \$2.75.

Referring to a deceased citizen as one who is sincerely mourned by the entire community, when we know he will be only missed in poker circles, \$1.08.

Referring to some gallivanting female as an "estimable lady whom it is a pleasure to meet," when every business man in town would rather see the devil coming, hoofs, horns and all, than to see her coming toward them, \$3.10. Speaking of a candidate as a pleasant, amiable gentleman, who is spoken well of by a large circle of friends who have pushed his claim to office rather against the gentleman's will, when we all know he has always wanted some office, from roadmaster up, since he was twenty-one years of age, \$1.07 per speak.

Calling an ordinary pulpit pounder an "eminent divine," 60 cents.

Traveling quack doctor as the eminent physician and surgeon, or illustrious disciple of Esculapius, \$6.09.

Pettyfogger, as legal luminary or expounder of Blackstone, \$2.13.

Bride as charming, young, talented and wealthy, when she has yellow hair, green eyes, wart on her nose, hump backed, can't read large primer without glasses, and has a wooden leg, \$1.26.

## IT HAS ALWAYS FAILED.

Repeated efforts have been made by combinations of theatrical managers to do away with the expense of posters, the fact being recognized that no single manager could afford to drop this form of advertising unless all his competitors in the same city did likewise. In Boston, in 1881, all the managers agreed not to put up posters, the first one who might break the compact to forfeit \$100. The next week not a poster was in sight until Saturday morning, when people awoke to find the whole town placarded with the advertisements of one theater. Its manager promptly sent a check for \$100 to the treasurer of the combination, with the explanation, "Excuse me, but I couldn't resist it." "Of course he couldn't," said the old theatrical man who recalled the incident, "the temptation was too great. The combination was busted, and the other managers hustled around that day in lively fashion to get up as much of their own paper as possible. Attempts to combine in that way have been made over and over again, but they have always failed, because managers are always jealous of each other, and each tries to get an advantage if he can." —*New York Evening Post*.

## CHICAGO MONSTROSITIES.

The "sandwich man" is being gradually crowded out of Chicago. He is too tame. People never stop nowadays to look at the signs he carries in front and behind, and his place has been largely taken during the last few years by the "character artist." One of the first to make his appearance this year was the man on six-foot stilts, who stops, blows a trumpet, adjusts a tripod and pretends to take a picture in a crowded street. As the crowd reaches a satisfactory size he draws from the camera a banner advertising a cigar. The Indian who rushes whooping and yelling through the streets to tell the virtues of certain remedies has a rival in the "Rube," who walks about in a linen duster and battered hat, carrying a carpet bag, staring at the high buildings and almost getting run over, until the crowd gathers, when he waves his bandana over his head and distributes samples of patent pills. Then there is the man who rides a high wheel and carries the standard of a brand of tobacco, and there is the tall Highlander with bare legs and regulation kilts, who calls attention to a particular make of woolens. Perhaps the most unique is a man dressed up to impersonate Uncle Sam. He has all of your uncle's typical costume—high hat, dress suit, "high-water trousers" and all, in red, white and blue. He carries about a dummy Spaniard, which he kicks all over the sidewalk and street. The street gamins are invited to take a hand, and they beat the poor dummy unmercifully, while a crowd gathers to cheer them on. The climax is reached when Uncle Sam produces a banner, suggesting that everybody should smoke an especial brand of Havana. —*Chicago Journal*.

## ARRANGED BY STATES.

*Advertisements under this head 50 cents a line.  
Must be handed in one week in advance.*

## CONNECTICUT.

NO paper in Eastern Connecticut covers the field so well as the New London *DAY*.

## GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

## SOUTH CAROLINA.

THE COLUMBIA REGISTER—daily and weekly—is the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory). It is the best family newspaper published in the State. That's why it pays to advertise in THE REGISTER.



# Do Your Own Printing!

\$5 buys a handy little Portable Press for cards, labels, envelopes, etc. \$18 press for circulars or a small newspaper. Typesetting easy, printed instructions sent. A lad of ten can do good printing. A great money saver, or money maker either. A great convenience too. Send a stamp for samples and catalogue, presses, type, paper, etc., direct to factory.

**KELSEY & CO., Meriden, Conn.**

## WISCONSIN.

THE WISCONSIN AGRICULTURIST, Racine, Wis., is the only English general farm paper printed in the State. Reaches more prosperous Wisconsin farmers than all others.

## Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

## The Great Lakes Territory

is covered fully by

The  
Detroit Suns

Drop us a postal  
for rates.

Detroit Suns, Detroit, Mich.

**The Right Circulation.** THE INLAND has now a circulation of over 120,000 guaranteed. Proof of which will be given before pay is expected for advertising done. Post-office Receipts, Paper Mill Account, Press Rooms, Subscription Lists, are all open to advertisers.

**The Right Principle.** Any advertisement can be discontinued at any time for any reason. Paying only for space used. We rely wholly on making the advertisement pay you to hold your business. We have been told repeatedly that this was poor policy; it might be for some papers but not so with us. Our advertisers don't want to quit, they admire the fairness of the proposition and tell others. As a result our patronage increases; so far this year our advertising is over 100 per cent greater than for same period last year—that's what talk.

## The Right Features.

THE INLAND is a religious and home journal combined. Besides our editorials on Timely Topics, Home Departments, Floral Suggestions, Stories, Cartoons and the best of general articles, we have the Sunday School Lessons, Junior Topics



**The Right Price.** Rate—Reading Notices or Display, 50 cents per line. It does not cost a fortune to try THE INLAND, but it may help make one.

THE INLAND, THE MOST POPULAR PAPER  
OF ITS KIND IN THE WORLD.

NEW YORK:  
500 TEMPLE COURT.

St. Louis, Mo.

CHICAGO:  
BOYCE BUILDING.

F. E. MORRISON, SPECIAL REPRESENTATIVE.

## THE EVENING CALL

LAFAYETTE, INDIANA,  
is the best daily newspaper in America for the size of the town. It is typographically handsome, accurate and reliable. Member Associated Press. It has more home advertising and foreign advertising than any other evening paper in its field. It brings results. It is read by all classes.

## FOR SALE.

Plant for Daily and Weekly Newspaper, with Job Office. Live town. Large field. No other paper published here. Apply to

THE HOME TRUST CO.,  
Derby, Conn.

THE  
.Arizona Republican.  
A MODERN NEWSPAPER.

HAS NO RIVAL IN THE GREAT SOUTHWEST.

It is printed every day in the year at Phoenix, the liveliest town of its class in the United States.

For particulars see

H. D. LA COSTE,  
38 PARK ROW, NEW YORK.

# SPORTS AFIELD.

The Sportsman's Vade Mecum.

Is to-day the most popular of Western magazines. Founded twelve years ago by CLAUDE KING, a practical sportsman of some literary ability, it has a hold

on the respect and liking of a powerful clientele that the wise advertiser will appreciate. If not acquainted with SPORTS AFIELD, oblige us by sending in your name and address. Its features in the way of literary and informative articles are unique.

SPORTS AFIELD PUB. CO., 358 Dearborn St., Chicago.

## To Get Customers —

Advertise in their favorite family paper,

### THE EVENING JOURNAL of Jersey City, N. J.

Average Circulation in 1897, 14,756  
Actual Average Circulation for Nov., Dec. and Jan., 15,407

IT'S THE CIRCULATION  
THAT COUNTS!

That accounts for the success and value of

### The Troy Northern Budget

ESTABLISHED  
IN 1797

As an advertising medium and up-to-date newspaper and family journal.

"A Budget Ad Pays"

C. L. MacArthur & Son, Publishers, 16 Third St., Troy, New York.

# IN ALL AMERICA

there are only seven semi-monthly papers having as large a guaranteed circulation as **Farm-Poultry**. In all the Northeastern States, New York, New Jersey, Pennsylvania and the six New England States, it has the highest rating of any paper devoted to live stock. In New England it equals the combined circulation of all such. The **poultry raising industry** is now yielding returns larger than any other farm product. Statistics prove this statement. **Farm-Poultry** has a larger circulation, a greater influence, and more well-to-do readers among this class than any other poultry paper in all the world. Its subscribers are heads of families, mostly women. Every subscription is paid in advance. Therefore advertisers in

## FARM-POULTRY

get results. It will pay any advertiser who wishes to reach families who have money to spend. Sample copy and rate card will be sent on application to

I. S. JOHNSON & CO.,  
22 Custom House St., Boston, Mass.

One trial brings results

Not only the best  
but the cheapest.

## ..The.. Hartford Times

charges less than 1c. per inch per thousand circulation— daily. Other Hartford papers charge from 100 to 500 per cent more than **The Times**.

*The Times gives you  
all you contract for.*

Circulation : Printed, Sold  
and proved...

Daily, . . . 15,000  
Semi-Weekly, 7,700

Address, **THE TIMES**,  
Hartford, Conn.

**\$25.00**

FOR THE  
BEST

Street Car Card, 11 x 21,

•••

**\$25.00**

FOR THE  
BEST

Newspaper Advertisement,

two inch, single column,

of

# Fels-Naptha Soap

*All contributions must be  
sent by October 31st to*

**Advertising Dept. Fels & Co.,**  
**1710 Market St., Philadelphia.**

PROGRESSIVE  
BUSINESS MEN

Advertise in THE ARGUS

Shall we  
tell you  
why?



THE ARGUS COMPANY, Albany, N. Y.  
James C. Farrell, Manager

THE  
WESTERN  
PLOWMAN  
REACHES  
THE FARMER  
GUARANTEED  
CIRCULATION  
OVER 33000  
FALL  
ADVERTISING  
PAYS  
WESTERN  
PLOWMAN  
CHICAGO.

Agricultural  
Advertisers   
CAN  
REACH  
25,000 Farmers

In the State of Maine, every week, through the

**WEEKLY COMMERCIAL  
FARMER AND VILLAGER**

and can cover thoroughly a growing territory twice the area of Massachusetts by using this paper alone. It is the best farmers' paper in the State, and has a paid circulation exceeding 25,000 copies weekly, guaranteed by The Advertisers' Guarantee Company, of Chicago.

J. P. BASS & CO., Publishers, BANGOR, ME.

PERRY LUKENS, Jr., N. Y. Representative, 29 Tribune Bldg., N.Y.

**The Bicycle Trade and Rider,**

WEST OF THE RIVER,

IS ONLY REACHED THROUGH

**THE CYCLING WEST**

Let us help you get agents where you have none, and help the agents you have, by advertising your goods before the riders in their vicinity.

**WE HELP BOTH.**

NO OTHER CYCLE PAPER REACHES  
DUR FIELD.

**WE ARE ALONE.**

Write us for special inducements.

**The Cycling West Publishing Co.**  
BOX 133. DENVER, COL.

**The Daily  
Republican**

Phoenixville, Penn.

The only daily newspaper in a town of ten thousand and in a community (within a radius of ten miles) of fifty thousand. U. S. Department of Agriculture reports say that this community is the richest in the United States.

For guaranteed circulation rating and description, see American Newspaper Directory.

**The Daily  
Republican**

Phoenixville, Penn.

**IF  
YOU  
KNEW**

of the splendid and prosperous condition of modern MISSOURI at the present time as we do, you would not hesitate a moment to lay your business propositions before her people. The millions of bushels of small grains in the bins; the millions of bushels of corn now ripe and safe from frost; the multiple of thousands cattle, sheep, hogs, horses, mules and poultry and eggs now going to market.

**HOW TO  
MAKE  
MONEY**

We have said nothing about the immense crops of berries, small fruits and vegetables, or the main fruit crop, all of which have combined to send the farmer seeking a market for his money. One outlet will be through the things he buys. An ad in COLMAN'S RURAL WORLD, ST. LOUIS, Mo., will reach all the best people in modern MISSOURI.

**WOULD  
YOU  
DO IT?**

# Farm News Wins

the esteem of all its advertising patrons because it brings them actual cash results. Its guaranteed circulation of 80,000 each month takes it into the homes of people who have money and will buy if properly appealed to through its columns.

Farm News is THE ONLY PAPER published by its proprietors, who therefore devote their entire time to making it one of the very best of its class. It is easily a leader among monthly agricultural journals.

It is the right sort of paper to use if you wish to make your advertising profitable.

**The Garver Publishing Co.**

Proprietors;

**Springfield, Ohio.**

**S. E. LEITH,**

**150 Nassau St., New York,  
Eastern Representative.**

# 502,000

## *Copies*

Is the number required for  
the October Issue of *THE LADIES' WORLD*.  
This constitutes

## *Quantity.*

It goes to the intelligent class of mothers and housewives—those who preside over their own homes, therein is its

## *Quality.*

Only reputable advertising accepted for its columns, therefore advertisers are assured of good company.

Is read every month

in nearly

Illustration from October  
issue, copyrighted.



## **HALF A MILLION HOMES**

*For full particulars and circulation map, address  
S. H. MOORE & CO., New York, Publishers of*

# **THE LADIES' WORLD**

# Recommended for the Statistical Department.

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Beginning in doubt, proceeding with distrust, continuing with confidence, just about sums up our experience with the American Newspaper Directory. The first steps were taken in doubt because we did not know that this work was not solely intended to promote the interests of Geo. P. Rowell & Co., yet we felt it largely representative and certainly comprehensive. The distrust arose from the many and vicious "roasts" given it by unthinking or venal publishers. Careful sifting of the evidence, however, has brought the conviction that its reports are as fair as the publisher knows how to make them, and that the accuracy of circulation ratings rests wholly and entirely with the reporting—or non-reporting paper. It was so in the case of *American Homes*. On one occasion we felt that an injustice was done us, but have since decided that we were not free from error. We now have no difficulty in having a true statement appear. The September issue is received, and is of such value that it is recommended for the statistical department of private libraries.—*Knoxville, Tenn., American Homes, October, 1898.*

## Are You Satisfied

with the advertising matter you are now using? Does it have that boldness of character, that snap and sparkle which pleases the eye and opens the purse? Does it produce results? If not, it may be that a redressing of it—a putting of it in new clothes—will cross the border line of failure into the pleasant pastures of success.

## Do You Need Something New?

A show card for example, to hang in stores or windows, with a bright, catchy design in colors—a brilliant eye-arresting scheme which will leave a pleasant impression upon those who see it and cause them to think well of you and your goods.

## Or do You Need a Poster?

Outdoor display is effective only when bold. Paper must be good, the colors of inks bright and permanent and the design a striking one.

## Perhaps a Street Car Card is Wanted.

There's where talent counts! Car space is expensive when not properly used, and in these days of fierce competition, with each advertiser striving to beat his neighbor in display—the cheap, poorly designed or meanly printed car card is worse than useless—it is positively hurtful.

No matter what you want in the advertising line, it will pay you to have a little talk, either by mail or in person, with

**The Gibbs & Williams Co.**

Designers and Makers

of High Grade

Lithographic and Printed Matter,

18 & 20 Oak St., N. Y., cor. New Chambers.

THE LARGEST AND BEST  
FIVE-CENT MAGAZINE 

Each number is worth  
double the cost price—  
128 pages for only 5c.

# The Half Hour

Complete Stories, Poems, Serial  
Stories, Editorial Comments, Cor-  
respondents' Department, Music  
and fine Illustrations.

No cheap magazine gives adver-  
tisers as large return.

Make your contracts now and  
secure the benefits of the exceed-  
ingly low rates.

Advertising agents will quote you  
prices, or address us.

Copies of the "HALF HOUR"  
on all news-stands.

Send for Sample Copy.

George Munro's Sons,

17 to 21 Vandewater St., New York.

THE "DAILY MAIL,"

TEMPLE, E.C..

Sept. 23. 98

Dear Sir

many thanks for the two  
handsome notices of our business which  
you have given in "Printers' Ink,"  
of which I have been a reader for  
many years.

The circulation of the "Daily Mail"  
is understated in your issue. Its  
present minimum circulation is  
500,000 a day.

Very respectfully  
A. J. Hammett  
Editor

"Printers' Ink"

LIBRARY OF CONGRESS,  
WASHINGTON.

August 31, 1898.

Dear Sir:

Through the Smithsonian Institute the Library of Congress has received a set of Printers' Ink that is very incomplete. The following numbers are wanted:

Vol. 16, No. 1-7, 10, 11, July 1 -- Aug. 12, Sept. 2 & 9. 1896.

Vol. 17, Number 7, 13, Nov. 18, Dec. 30, 1896

Vol. No. 2, 10, 13, Jan. 13, March, 10, 31, 1897

Vol. 19, No. 6, May, 12, 1897.

Vol. 20, No. 6, Aug. 11, 1897.

Vol. 22, No. 8, Feb. 23, 1898.

Vol. 23, No. 11. June, 15, 1898.

The courtesy would be greatly appreciated if these numbers could be furnished so that the set would be a condition to be bound.

The favor would also be appreciated if you would place the Library on your mailing list and send "Printers' Ink" regularly. All volumes that are received will be bound and preserved in the National files.

Yours very truly,

*John Russell Young*  
Librarian.

***The Best Value to Advertisers.***

In Literature, Illustrations, Typography—None Better. *etc.*

Have you seen the *NEW* and *IMPROVED*

**Frank Leslie's  
Popular Monthly**

For a Quarter Century 25 cents, \$3.00 a year—**now**

**10 cents; \$1.00 a year.**

**PARTIAL CONTENTS, NOVEMBER AND DECEMBER NUMBERS:**

*Covers In Colors and Gold, from Designs by  
W. GRANVILLE SMITH, C. W. TRAVER and H. M. EATON.*

Vol. XLVII.—No. 6. • NOVEMBER. • Price 10 Cents.



**FIRST EDITION, 150,000.**



"**CREATER AMERICA**" by COL. A. K. MCCLURE, GEN.  
FITZHUGH LEE, SENATORS CHANDLER AND DAVIS.

"**WITH WHEELER AND ROOSEVELT AT SAN-  
TIAGO.**"

**CLARA BARTON'S** Story of Cuban Red Cross  
Work.

**WALTER CAMP** on "FOOTBALL IN AMERICA."

**FRANK R. STOCKTON'S** Charming New Story.  
"APRIL BLOOM." New Serial Story. By EGERTON

CASTLE, author of "Pride of Jennico."

**"APRIL BLOOM."** New Serial Story. By EGERTON

*Beautifully illustrated by WENZELL, ADAMS, PEIXOTTO, WERNER, GRUNWALD, and other well-known Artists.*

A NEW STORY by BRET HARTE begins in January number.

MRS. FRANK LESLIE has returned to the editorial chair, and her exclusive attention will be given to

FRANK LESLIE'S POPULAR MONTHLY.

**The Editions for NOVEMBER 150,000 Copies  
and DECEMBER each not less than  
Guaranteed**

**ADVERTISING RATES — FOR A LIMITED PERIOD:**

*Per Page (5½ x 8 inches, 224 Agate lines), \$200. Half and Quarter Pages pro rata.*

*Time Discounts: 5 per cent for 3 months, 10 per cent for 6 months, 20 per cent for 12 months.*

**TO ADVERTISERS** contemplating the use of magazines we will gladly send a specimen number of FRANK LESLIE'S POPULAR MONTHLY, in its new and improved form, when published, if *Printers' Ink* is mentioned.

**FRANK LESLIE PUBLISHING HOUSE, 141-143 Fifth Avenue, New York.**

MRS. FRANK LESLIE, President.

FOUNDED 1855; INCORPORATED 1858.

FREDERIC L. COLVER, TREASURER.

# *I am at the top*

The quarter ending September 30 has been exceptionally good with me, as I received 2,472 orders, which is an average of 824 per month. The month of October has opened up very bright, which is rather good prospects for the fall business. I doubt if there is another ink house in the country that can equal my figures in the number of orders received, and if I were to give credit I could increase that number three or four times. My business is all the more remarkable, as the printers of the country had been educated to pay their ink bills when they saw fit, while I demanded cash with every order, otherwise I would not ship the inks. One dollar sent to me would buy more inks than three dollars charged up against the customer by my competitors. I employ no agents. I keep no books. Send along your cash and if you are not satisfied with the goods return them and I will refund your money, and pay all charges for transportation. Price list mailed on application. Address

**Printers Ink Jonson**

**8 SPRUCE STREET**

**NEW YORK.**

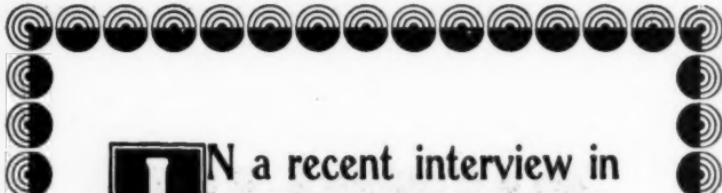
# • CUTELIX •

requires no argument  
or appeal  
to keep itself  
in constant demand  
when once  
it has found its way to  
the toilet stand  
of an  
intelligent person.



**CUTELIX COMPANY**

253 Broadway, N. Y.



**I**N a recent interview in PRINTERS' INK, Mr. Cooke, of Pozzoni's Complexion Powder, states:

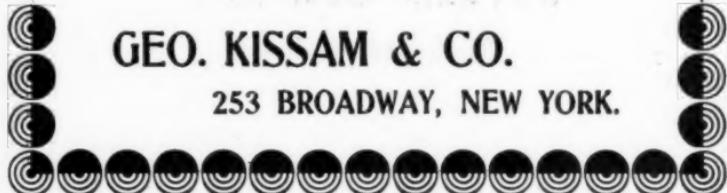
"We also patronize the billboards and STREET CARS. They give quick publicity, and stand out before the people where they must be seen."

Of course they do, and discerning advertisers appreciate it.

.... IN ....

## ***Street Car Advertising***

**WE ARE THE  
LEADERS AT PRESENT.**



**GEO. KISSAM & CO.**

253 BROADWAY, NEW YORK.

***Street Car  
Riders***  
***are***  
***Buyers of  
Goods***

Your goods, if you tell them what they are, and where to buy them.

Our business is to tell you which cars to use, how to use them—what to use in them. All these details are free to you.

Are they worth asking for?

**GEO. KISSAM & CO.**  
**253 BROADWAY,**  
**NEW YORK.**

## READY-MADE ADVERTISEMENTS.

*Edited by Wolstan Dixey.*

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

A great deal has been said about the Wanamaker New York Store advertising. The fact is, it is good in spite of itself. The descriptive part of it is interesting and indicates plainly what a mighty good store is behind it. It always has plenty of good hooks in the way of prices. All this makes it fine advertising, in spite of the introduction, which is usually Tommy Rot.

The introduction of a Wanamaker ad the other day began "Interest and attendance at the costume show, maugre the weather, have been greatly increasing." "Maugre" is good. I imagine the writer of that introduction came across the word in one of Emerson's essays and straightway hunted it up in the dictionary and concluded to stuff it and keep it in a glass case all ready to spring on the public some day. Now he has sprung it and feels better, no doubt.

But the point of this criticism is a warning to the great majority of retail advertisers not to follow this illustrious example at this point. It is a bad example, although the Wanamaker store and the bulk of its advertising can stand it. Sandow can put up a two-hundred pound dumbbell, but the ordinary ambitious imitator will break his back in the attempt. The back of ordinary retail advertising would be broken by the usual verbose introduction of the Wanamaker New York Store. The space costs money and I don't believe it sells a button.

\* \*

Speaking of imitating good advertisers, the way to imitate a successful advertiser is to follow the spirit of what he does, and not merely imitate the letter. Any advertising that is thoroughly good is so because of the radical method that underlies and prompts it, not because of its peculiar wording or typography.

The way to get good from others is to search into the foundation reasons that make their work good and build up your own work on those reasons. Then no matter how different it looks from the others; so much better if it

does look different. It will have, and ought to have, its own individuality.

But don't swallow any example whole. Discriminate as to what is good and bad about it. "Prove all things. Hold fast that which is good."

\* \*

This ad is good because of its thorough description; its reasonableness and freedom from exaggeration, and—the price:

### Men's Shirts

Extraordinary bargain in Men's Laundered Dress Shirts. A very fine quality not usually found in a ready-made shirt under \$1.25 to \$1.50.

FINE DRESS SHIRTS, laundered, ready to wear, made from the very best brands of muslin; all have 3 ply solid linen 1900 to 2100 bosoms, hand-made button-holes, full felled seams throughout, continuous facings, cut full and long, eylet or stud holes in bosom, open front, open back and front, and open all the way down the front, and you put it on like you would a coat; all sizes in each style and all sleeve lengths. These shirts were made to sell for \$1.25 and \$1.50, but they are marked for this sale at....

**69**

*For any Business.*

### A Man

came into our store the other day, and after leaving with us an order for goods, said he could save at least

### Ten Dollars

a month by trading at our store. What one man can do others can do also.

Try it and see.

### Men Have Died

for want of exercise. But that isn't our fault. We have the best alleys in the city and the best physicians say that bowling is the best exercise a man can take.

Look after your health, save doctors' bills and be happy.

Our regular dinner will cost you a quarter.

Here is one of two laundry ads sent me for criticism:

There is not many women that relish an hour's work trying to make a shirt presentable. We will gladly relieve her of all such work.

Such ungrammatical English as this isn't allowable in any kind of advertising. Any school child ought to know better.

Here is the other ad. It seems to be a pretty good one too:

The 3 {  
1 A Small Rent  
2 A Large Hole  
3 A Mutilated Garment

Every garment sent us to be laundered is carefully examined, and, when needed, neatly mended. No garment ever reaches the last stage when we have the care of it.

For a Druggist.

## CITRATE OF MAGNESIA

That You Can Depend On.

Citrate of Magnesia is made by the chemical action of Citric Acid on Magnesia Carbonate. The better the magnesia used, the better the finished product will be. We use only the best. It costs a little more than the inferior kinds, but gives the best results. Our citrate is always fresh, and can be relied upon. 25c.; 5c. returned for empty bottle.

## The Sealskin Coat

No fabric of man's weaving, however rich or fine, can take the place of furs. And no fur garment is at once so beautiful and comfortable as the sealskin coat—when properly made. We use this qualification advisedly, for a badly cut, badly sewed or badly fitting seal garment has its faults rendered the more conspicuous by the very fact that its material is one of the most elegant and costly known.

There are still some people who insist upon associating perfect skins and perfect workmanship with high prices. Our customers could enlighten them upon this point.

Here is a specially good Rogers, Peet ad. It has ideas in it which are worth considering:

If you need clothes and have plenty of money, find the highest-price tailor in New York City and put yourself in his hands. You can't do better.—Extract from our Suit Record.

But if you need clothes and haven't plenty of money, what do some of you do—go to a medium-priced tailor; grudgingly pay \$35 to \$45, and don't get what you think you get.

We are splendidly ready for just those men.

But as the purse usually limits the play of one's fancy, we want it thoroughly understood that our stock meets limited as well as unlimited fancies suits or overcoats as low as \$13; as good as the good tailors, at \$20 to \$30.

For a Grocer.

## School Lunch

is made attractive to the school boy or girl by attention to little details. One of these is the lunch basket. We have just received a complete line of dainty baskets. Our

## 15c and 20c Baskets

are pleasing to the eye, in shape and color, and are sure to bring pleasure to the owner. See display in our window.

## THE LEADING LIVERYMAN

Who is the leading liveryman? No doubt you have often heard this question asked. Who is the leading liveryman? No doubt if you would start out and ask every one you saw you would get a good many different answers. I have the largest number of stylish rigs of any liveryman in town, and now keep 17 head of livery horses. Every horse in my barn is gentle enough for men, women and children to drive—I don't keep the lazy kind of livery horses. My horses are not overworked, but worked just enough to make them feel lively. Here is a list of the stylish rigs you can find at my barn: New Rubber Tired Phaetons, Boulevard Carriages and Wagons, Surreys, Traps, Conning's Top Buggies, Cabs, Landaus, Sapple Wagons and Road Wagons. If you want a stylish rig to go to the Fair just leave your order at my livery barn and you are sure to get just what you want.

*Good for Circular, too.*

## Little Pig Sausage

10c. a Pound.

We want more of you to know our meat market better, and we know of no better way to get you interested in it than to offer you for one day—Saturday—our own clean, wholesome, home-made, "smacking good" LITTLE PIG SAUSAGE at 10 cents a pound.

It's made in the most cleanly way in our own sausage room—made from nice, fat, healthy, home-grown little pigs, selected for this special use—and it's good all the way through—so good that if you'll make one meal of it, we'll count on selling you all the sausage you buy from that time.

Our regular price for this most uncommonly good sausage is 14c. a pound, but, beginning Monday, the price will be 12c. a pound. Pork is going to be lower—that's the reason—and when we buy lower we sell lower. We'll try to make enough of this sausage to last all day Saturday, and more than enough, but you'd better get your order in early if you want to be sure of getting it.

And LITTLE PIG HAM—Say, did you ever eat any roasted LITTLE PIG HAMS? If you never have and you want to taste one of the tenderest, sweetest morsels of meat that ever passed your lips, get in here early Saturday and buy one at 12c. a pound.

A good many of you know that there are other good things to eat in our market, beside home-made sausage. There's our famous Hamburg Steak, our splendid Boiled Ham, the Boiled Corned Beef, the Ferris Bacon, the Ferris Smoked Beef, and Genuine Blue Point Oysters.

*For a Hardware Store.*

## ALL READY, HUNTERS!

A good many kinds of game are ready for you just across the line—the game law is "off" over in \_\_\_\_\_ State—and we're ready for you with the right kinds of Guns and Ammunition at our kind of prices.

Empty Shells and Shells loaded with Black or Smokeless Powder; Black or Smokeless Powder in bulk, and Shot, Caps, Wads, Loading Tools, Single and Double-Barreled Guns, etc.

### GUNS TO RENT.

Just to help out you boys who don't want to buy a gun, but do want a day's sport now and then, we're going to let you have good single or double-barreled guns at a reasonable rental.

## High-Class Furs

We have never attempted to deal in the cheaper grades of furs, because we believe them to be dear at any price, and we employ only labor of the highest skill. In no class of merchandise must the purchaser rely more on the good faith of the merchant than in furs.

We anticipated the rise in prices of furs and bought extensively when they were much cheaper than now. Every skin was carefully selected and inspected by the manager of our fur department in person; and no man living knows better than he the good from the mediocre.

## EATING

What to Eat  
Where to Eat  
When to Eat  
How to Eat

It's a big subject.

We cater to the wants of eaters. We have been catering to them for many years. We think we know our business—our boarders give us that impression—they stay with us. If they didn't get their money's worth they wouldn't stay. 20 Meals \$3.50. 10 Dinners \$2.

*For any Business.*

## The Giver and The Givee

ought to be suited in the perplexing problem of wedding present buying.

Our wares are of such a nature that it is an easy matter to select something that is sure to please all hands. Whether you have one dollar or fifty to spend, this is the place.

Fine China, Bric-a-Brac, etc.

*For a Newspaper.*

## MOTHERS AND WIVES

buy about everything that goes into a house—from a pound of tea to a piano.

Are you taking this fact into consideration in laying out your fall advertising campaign?

If you are, take into consideration the fact that the

is the favorite paper of the women of \_\_\_\_\_.

## How You Can Tell Your Own Story in Your Own Words.

Your statement or claim can be inserted in the next issue of the American Newspaper Directory for 50 cents per line, or in the four quarterly issues that appear in a year for \$2 a line, actual count.

No announcement accepted for less than \$1.

For a check with the order 5 per cent may be deducted in consideration of the advance payment, but for orders amounting to less than \$10, payment in advance is required because the amount is not sufficient to warrant opening an account and submitting to delays, expenses and losses incident to collection. On yearly orders 10 per cent may be deducted for advance payment.

The Directory sets forth, free of charge, the name of a paper, its politics or class, the year of establishment, the size, number of pages, editor's and publisher's name and its average circulation for a year preceding the date of a report, if a detailed statement is furnished with additions and division showing how the result was arrived at, all dated and signed by a person whose authority to make the statement is stated or apparent. Anything more, going to show the character and value of a paper, the Directory can not be responsible for, but such information possesses value to advertisers who consult the book and may be inserted on the publisher's authority preceded by the word "Advertisement."

Displayed advertisements may also be had in position on the same page or opposite the one where the description of the paper is given, the price of such displayed advertisements being \$25 for a quarter of a page in each issue of the Directory, or \$100 for the four issues that appear in a year. More space may be had at the same rate, viz., \$50 for half a page or \$100 for a whole page for one issue, or \$200 for a half page or \$400 for a full page in the four issues that appear in a year.

The American Newspaper Directory is the standard book of reference used by advertisers, and the information it contains is relied upon in placing advertising contracts that amount to millions of dollars every year.

The Directory, in addition to its ordinary sales from day to day, has over fifteen hundred annual subscribers who are members of the American Newspaper Directory Confidential Information Bureau, the details of which are set forth on page following.

Advertising orders amounting to \$10 or more carry with them a free copy of the first edition of the book in which the advertisement appears, the book being delivered, carriage paid. A yearly advertisement amounting to \$40, or more, entitles the advertiser to receive free, carriage paid, each of the four volumes that appear within the year. Address orders to

AMERICAN NEWSPAPER DIRECTORY,  
No. 10 Spruce St., New York.

# AMERICAN NEWSPAPER DIRECTORY CONFIDENTIAL INFORMATION BUREAU.

## CONCERNING THE CHARACTER AND CIRCULATION OF NEWSPAPERS.

THE AMERICAN NEWSPAPER DIRECTORY is issued four times a year. Orders are solicited for an annual subscription covering the four issues (which appear on the first day of March, June, September and December) and a yearly subscription for PRINTERS' INK, a journal for advertisers, issued weekly. The price of an annual subscription is twenty-five dollars; and the subscriber becomes a member of THE AMERICAN NEWSPAPER DIRECTORY Confidential Information Bureau, and in consideration of the payment of the sum of twenty-five dollars, strictly in advance, is entitled to the privilege of applying to the publishers of the Directory, at pleasure, for a confidential report concerning the circulation or character of any newspaper credited by the AMERICAN NEWSPAPER DIRECTORY with a circulation rating greater than 1,000 copies per issue. Such confidential reports will be supplied to subscribers whenever called for.

In dealing with newspapers and periodicals and paying them large sums for advertising it often appears essential to the advertiser to know about the stability, character, standing and present circulation of a particular publication under consideration. The information conveyed by a newspaper directory is necessarily brief and touches only upon well-defined lines. A timely knowledge of some important detail of the past, present and the probable future of a paper may occasionally prevent an unwarranted expenditure. What seems gold on the surface is sometimes only gilding.

Among the list of subscribers to the American Newspaper Directory Confidential Information Bureau are the following well-known advertisers:

Royal Baking Powder Co., New York.  
Proctor & Gamble Co., Cincinnati, O.  
Wyckoff, Seamans & Benedict, New York.  
Ripans Chemical Co., New York.  
J. C. Ayer & Co., Lowell, Mass.  
James Pyle & Sons, New York.  
Hall & Ruckel, New York.  
Sterling Remedy Co., Ind. Min. Springs, Ind.

THE AMERICAN NEWSPAPER DIRECTORY Confidential Information Bureau, with the more than thirty years' experience of its founders, and with the facilities at their command, is often in a position to tell about a specified publication just what an advertiser would very much like to know.

### ADDRESS

GEO. P. ROWELL & CO., Publishers of  
AMERICAN NEWSPAPER DIRECTORY AND PRINTERS' INK,  
No. 10 Spruce St., New York.

# Why a Publisher Should Be Glad to Tell His Own Story, in His Own Words, to the Users of the American Newspaper Directory.

Advertising to-day is not done on the basis of doing a favor to the publisher; it is looked upon as an investment that is expected to yield a profit. Careful thought and consideration is given to every paper before the judicious advertiser adds it to his list.

The standard aid and text-book of the advertiser to-day is the American Newspaper Directory. To that book he looks for clues to enable him to decide what points and papers he shall seek and which to avoid.

The catalogue description of the papers in the Directory is of necessity restricted to points that are susceptible of exact statement, all being given in compact form and with strict adherence to a plan. The circulation of a paper is given, but nothing is said about the character or how thoroughly the paper covers its field from an advertiser's standpoint; and yet this very information is wanted by the advertiser who uses the Directory, and at the very time when he is using the Directory.

For the publisher who has anything to tell that is worth driving into the advertiser's mind, the small paragraph in the Directory following the catalogue description is the most effective entering wedge.

## Publishers' Announcements.

A publisher's announcement may have a place in the Directory in the column with and directly following the catalogue description of the paper, being set in type uniform with the letterpress, but preceded by the word advertisement. The charge for such an announcement is 50 cents a line for each issue or \$2 a line for a year. No announcement accepted for less than \$1. An order amounting to \$10 or more in any one issue of the Directory entitles the advertiser to a free copy of the Directory (price \$5), delivered carriage paid. A free copy of one issue of the Directory will be sent in consideration of a yearly advertisement amounting to \$10 or more for the year, provided the advertisement is paid for in advance—not otherwise.

## Pictures of Buildings and Portraits.

Small pictures of newspaper buildings, or portraits of publishers, not exceeding an inch in length or breadth, may appear with the catalogue description of a paper if desired. The charge for the insertion of these pictures is \$10 a year and such an order carries with it a right to one free copy of the Directory (price \$5), carriage paid, if the amount of the order is paid in advance—not otherwise.

## Displayed Advertisements.

A quarter-page display advertisement may have a place in letterpress portion of the Directory in a position on the same page with or opposite the description of the paper. The price for this space and position is \$35 for each issue or \$100 for the four issues appearing in a year; and the yearly advertiser is entitled to a free copy of each of the four issues of the Directory (price \$5 each) to be delivered to him carriage paid. Half pages and full pages are charged at the same rate. Half pages \$50, full pages \$100, for each issue.

## Discounts for Cash.

Five per cent may be deducted from prices named if copy of advertisement and check in full settlement accompany the order. Ten per cent may be deducted if payment in advance is sent for an entire year.

Orders amounting to less than \$10 can not be accepted unless paid for in advance, because the trouble, delay, expense of bookkeeping, making drafts, conducting correspondence, etc., are so frequently greater than the small amount of the charge warrants or compensates.

Address orders to

**Publishers of the American Newspaper Directory,  
10 Spruce Street, New York.**

# THE LAST DAY!

## Plan of Publication of the December Edition of the American Newspaper Directory for 1898.

All changes and corrections intended for the December edition of the AMERICAN NEWSPAPER DIRECTORY for 1898 should be sent to the Directory Office not later than October 15.

Advertisements will be taken till four days before the form for the particular portion is put to press.

Corrections are not likely to be made after October 15.

The forms go to press on the following dates, and are closed four days earlier:

- Nov. 1. To and including California.
- 2. To and including Idaho.
- 3. To and including Illinois.
- 4. To and including Iowa.
- 5. To and including Kentucky.
- 7. To and including Massachusetts.
- 8. To and including Minnesota.
- 9. To and including Nebraska.
- 10. To and including New York State.
- 11. To and including Ohio.
- 12. To and including Pennsylvania.
- 14. To and including Tennessee.
- 15. To and including Washington.
- 16. To and including Ontario.
- 17. Part II. (over 1,000 circulation). To and including Indiana.
- 18. Part II. To and including Ohio.
- 19. Remainder of Part II., all of Part III. (Sunday Newspapers) and Part IV. (Class Publications), Religion, Religious Societies, Education, Household, Matrimonial, Music and Drama, Sporting, Temperance and Prohibition, Woman Suffrage, Dentistry, History and Biography, Law.
- Nov. 21. Part IV. (concluded), Medicine and Surgery, Numismatics, Philately and Antiques, Scientific Publications, Sanitation and Hygiene, Army and Navy, G. A. R. and Kindred Societies, Labor, Fraternal Organizations and Miscellaneous Societies, Agriculture, Live Stock and Kindred Industries; all other classes of Arts and Industries and Foreign Languages.
- 22. All sheets delivered at the bindery.
- DEC. 1. A copy of the Directory shipped to each subscriber.

Advertisements to go in the back of the book can be taken as late as November 17.

Address all communications to

EDITOR AMERICAN NEWSPAPER DIRECTORY,  
NO. 10 SPRUCE STREET, NEW YORK.

# *The Last Day*

For newspapers in Alabama, Alaska, Arizona, Arkansas  
and California

***Is October 27, 1898.***

Publishers who wish to have their most favorable circulation ratings appear in actual figures in the December edition of the American Newspaper Directory for 1898 should send their detailed statements of actual issues, duly signed and dated, in time so that they may reach the hands of the editor of the Directory at least four days in advance of press days as shown in advertisement on preceding page.

Statements should say how many copies were printed of each and every issue for a full year. The total number of copies during the year should be divided by the number of days of issue. The result will give the average issue. On receipt of such a true statement, signed and dated with a pen, by a person whose authority to make it is apparent or stated, the rating accorded the paper in the Directory will be in plain figures, in exact accordance with the statement, and for this service there is no charge.

Circulation figures always interest advertisers and a square, honest, unequivocal statement of actual facts in the American Newspaper Directory meets with much consideration. With many advertisers it is the rule not to do business with papers whose circulations are not stated in actual figures in the American Newspaper Directory.

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Papers that have gained in circulation during the late war have the privilege of stating facts and figures in an advertisement in the catalogue portion of the Directory, to be published in a position immediately following the description of the paper. The cost of such announcement is 50 cents a line for each issue of the Directory, or \$2 per line per year. Display advertisements are also accepted at the rate of \$1.00 per page for each issue of the Directory or \$400 for a year; quarter and half pages pro rata. See terms on previous page.

Blank forms for circulation statements will be sent to any publisher who asks for them. Such a statement from every paper in America having more than 1,000 circulation is very much desired. Address

**THE AMERICAN NEWSPAPER DIRECTORY,**

**10 Spruce St., New York.**

## DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

"THE PHENIX DAILY HERALD." }  
PHENIX, ARIZ., June 20, 1898. }

Mr. Charles Austin Bates, care of PRINTERS' INK, New York:

DEAR SIR—Allow me to express to you my appreciation and the pleasure I derive from reading your instructions to advertisers in PRINTERS' INK. I get many valuable ideas from our Schoolmaster, and I only wish PRINTERS' INK came twice per week instead of once. I am "ad" man on the *Herald*, and submit an ad which I would be glad to have you "pass judgment" on, pointing out the faults of it. With best wishes for your success, I beg to remain, Yours very truly, HAL. A. GILLUM.

The advertisement sent with this letter is probably no better and certainly no worse than the average printer's ad.

It has the distinct advantage of good clean display, with no curlicues, but it says the same old thing in the same old way. All printers do work "with neatness and dispatch at the most reasonable prices."

The printing business is perhaps as hard to advertise as any other, and harder than most. Printing is usually all on a strictly price basis. The printer who quotes the lowest price gets the job. He may not do the job so well, but the average business man does not seem to care much about that. Moreover, the average business man does not know when printing is good or bad, and when he does have a glimmering idea that a certain piece of work is either good or bad, he doesn't know why.

In many cases the good work of the printer is spoiled by the hampering instructions of his customer, who thinks he knows what he wants. There is always some printer who is willing to do the work cheaper.

There are so many ways in which a printing job can be cheapened that there is practically no bottom to the price. Moreover, most printers seem to be in business solely because it is a healthful occupation. I suppose it is healthful because of the large amount of exercise printers get trying to lift the mortgages off their plants.

Perhaps the printer should not be blamed for doing poor advertising. He has more troubles than the average business man, has more details to

look after and worries more. He is, perhaps, not in condition at any time to do good advertising, even if his were an easy business to advertise. As it is he usually does the worst advertising in town, yet he is the man who ought not only to do good advertising for himself but to help the merchants of his town to produce good advertising.

There will come a time when every good printing office will have an advertisement writer, either as its proprietor or in its employ. There will be some one around the shop who can take the bad copy that the average business man brings in and put it into proper advertising shape. He will also be able to suggest advertising plans that will cause merchants to have more printing done.

There are those who say that the business of advertisement writing is on the wane. There never was a greater mistake. The business has just begun. Many newspapers now have advertisement writers regularly employed, and many more will have them as soon as the newspaper publishers wake up.

The printers need advertisement writers much more than the publishers do. They need them not only to prepare their own advertising, but to assist in the preparation of their customers' advertising. These local writers will not make fabulous salaries, but they will make good salaries, and the young printer who devotes his spare time to the study of advertising and advertisement writing as it may be brought to bear on the printing business will some day or other find himself able to earn much better wages than he would as a journeyman compositor.

That I believe is good advertising for the printing business. This circular should be followed by others.

For instance, I should say that the title of one of them might be "What Gillum Says"—another "Mr. Wheatley Explains."

Nathaniel Fowler has said some forceful and epigrammatic things about good printing, and this would make a

basis for a good circular. The files of *PRINTERS' INK* should furnish material for many more.

The main point of the whole matter is that printers should be not only able but willing to be of assistance to their customers. Business men are always open to suggestions, and they are always glad to have them, particularly if they do not cost anything. The printer will naturally charge for the services of his advertisement writer, but whether he makes this charge in so many words on his bill or whether he adds it to the price of the printing, is for him to decide.

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Here is some good advertising. It is D. T. Mallett's talk about his *Hardware Dealers' Magazine*.

It is crisp, clean, interesting, convincing.

It is news about his business.

After reading it one must of necessity believe that the *Hardware Dealers' Magazine* is a valuable publication in the hands of a man of more than ordinary ability.

Less than five years ago (after many years' experience in the hardware business) I published the first number of the *Hardware Dealers' Magazine*.

It was the result of previous months of canvassing, and started with less than two thousand paid subscribers.

It had but forty-eight pages, yet it even then contained sufficient merit to receive a considerable increase in the subscription list for the next issue.

I sent specimen copies everywhere, accompanied by personal letters and circulars soliciting subscriptions. I had subscription agents working up dealers to subscribe by personal subscription. I was very much in earnest and took a pleasure in spending sixteen hours, six days a week, in the effort to build up the subscription list on the basis of value for value.

At the end of the second year the forty-eight pages had increased to one hundred and sixty pages—nearly three and a half times as many. I have always believed in the power of fair prices—the greatest possible value consistent with the cost. At a dollar a year I have found it possible to not only secure a large subscription list, but to produce a magazine that the trade will continuously welcome.

All the force of established custom, of prejudice, of habit or of favoritism can not compete with value at a fair price. Curiosity will secure chance readers, but solid merit and a fair price are the cables of steel with which to hold a large subscription list—upon which to build a live and growing constituency.

I am still working on the same principle—I have proved it successful—and submit as my honest belief that there is not a hardwareman anywhere who can find better value for a dollar than is derived from a year's subscription to the *Hardware Dealers' Magazine*.

I have but two classes of patrons—subscribers and advertisers. The more subscribers I have the better value I can offer the advertisers. The more advertisers I have the better value I can give the subscribers. Each class is

therefore mutually interested—the subscriber in obtaining the best trade magazine it is possible to produce for his dollar; the advertiser in purchasing the widest circulation for his announcement.

No one realizes the truth of the above position more than the publisher—he thinks, talks, sleeps and eats with it.

It is every man's duty to his business, himself and his family to buy where he can buy to his greatest advantage—to spend his dollar where it will bring him the biggest value in the goods he buys.

To such a man I make my appeal for his dollar—for twelve months' subscription to the *Hardware Dealers' Magazine*. I prefer that he carefully read a specimen copy (which I will gladly mail upon request) before venturing his dollar. What I offer advertisers is a trade magazine of mechanical perfection, both as regards style, quality of paper, type, ink and intelligent interpretation of advertising copy.

There are other excellent trade journals which merit the advertisers' support, but I do not regulate my rates by the prices of others—I am not concerned about the prices of others. My problem is to furnish the greatest value in quality and quantity of circulation for the money. Volume of business is what I am at, and volume follows fair prices. I am doing a large business, and have an equipment as perfect as experience, brains and money can make it. I offer the cheapest method of reaching the trade, because I reach the most trade for the money.

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The following is a letter recently written to an intelligent inquirer. I believe the suggestions it contains ought to be useful to every retailer:

The only problem that confronts you is to make the people in your vicinity thoroughly understand that the old store, the old people and the old methods are things of the past, and that the new store will be way ahead of anything your town ever saw.

This is none too easy, but it can be done.

It can be done only by advertising, and the keynote of the advertising must be the fact that the new store will be a new store in every respect—that it will be no more like the old store than a hundred dollar bill is like thirty cents.

It isn't necessary to brag or blow or bluster—just talk plain, sober, reasonable, solid facts, and keep at it.

Neither of your newspapers is particularly good nor widely circulated, but they are the best you have. Use both extensively at first, and then gradually cut down your space in both until you are using the amount that results justify. Key your ads in order to ascertain which paper pays best, and then give each its proper proportion of your advertising. You can easily determine their relative value by advertising different articles in each paper.

Use a half page in each to start with, and then a quarter page for as long a time as you can do so without feeling that you are wasting money. But don't expect big results immediately. It will take some little time to drum the situation into people's heads.

Change the ads constantly. Don't let the same ad appear twice in the same paper.

Commence very early in the campaign to quote prices on reasonable and staple lines and keep it up. Don't waste space by giving the people a lot of generalities. Give them prices. Prices sell goods, and that's what you are in business for.

Don't feel that you must make your usual

profit on everything you sell. You've got to get the people into the habit of coming to your store.

You've got to pay them for coming the first time or two. Then, if your store and goods are what they ought to be, they'll keep coming.

Take some seasonable article which is now in the greatest demand, and cut the life out of the price. If necessary, in order to get way down below your competitor's prices, sell it at a loss. Then advertise it and make a big fuss about it. This will cost you a little money, but it will bring people to your store, and that's what you want—what you must have.

Advertise some special bargains of this sort every week, on the day before the day when the town does its marketing. If you can in this way get people to come and buy something upon which you make no profit, they'll buy a lot of things upon which you do make a profit, and you'll more than "break even."

So much for your newspaper advertising.

Right at the start, you ought to reach every household in your territory with a strong, attractive booklet telling about the new store, its goods and its methods.

I don't know whether your town has a directory or not. If it has, you should send the booklet by mail to every family in town. If it hasn't, you will have to distribute them from door to door. This booklet need not be especially large or very expensive. But it should be attractive in appearance, and strong and convincing. It should impress upon the minds of the people the fact that there is a new store in town and that the new store deserves their constant patronage.

This booklet should be followed at frequent intervals by a series of bright and striking post cards, all dwelling upon the advantages to be gained by patronizing the new hardware store.

A little folder bearing upon the same point should go into every package that leaves the store.

I am aware that a campaign of this sort will cost you something, but it will be money well spent, and, what is more, money that you simply must spend if you overcome the obstacles that lie in your path and build up a large and prosperous business.

People are not going to come to this store of yours just because you want to have them. Neither are they going to come because it is for their interest to do so. They will come when you have proved to them that they can save money by coming, and not before.

The methods of convincing them of this fact that I have outlined are, I believe, the cheapest and most effective methods you can employ.

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MY DEAR MR. BATES—Your criticism of the West Philadelphia Branch of the Y. M. C. A.'s Booklet did me good. One reason the Y. M. C. A. are so anxious to give out their advertising to some scheme is that they are always so rotten poor, especially about the time it is necessary for them to prepare for the fall and winter season, as memberships are slow coming in and the moneyed people are out of town, and they have no way of paying for their printing and often their credit is exhausted, and it is the worn-out idea with the people of the world of getting something for nothing—and they in turn give the business man nothing for something.

Every secretary is anxious to make as good showing with his fall prospectus as possible, while nine-tenths of them have really had no business experience before they have taken up Christian Association work, and their ideas of equity in business affairs are crude and undeveloped.

They look upon the business public as a

good object for plunder. Many of their advertisers are members of their board of directors, or have already contributed to the association in other ways, and the association stand to them like Oliver Twist, always demanding more.

Of course my opinion may be radically wrong, as I work only in one of their five rooms, and the man in the pit is not as ornamental and does not get as much credit as the man behind the desk.

THEO. LONG.

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Mr. George W. Hean, of Christ Church, New Zealand, sends me a little four-page paper that is presumably printed and distributed in the immediate neighborhood of his store.

In locations which make it impossible to advertise in newspapers with profit the regular issue of a small paper devoted entirely to advertising a local business, usually proves to be an excellent method for bringing in trade.

Of course, much depends upon the style of the paper, the way it is distributed, and what is said in it.

From the clipping that follows you will see what Mr. Hean has to say for his store, and you will also see that he has rather strong and unusual ideas of patent medicines:

## WHY THIS PAPER ?

1st—We believe in advertising. Judicious advertising increases trade.

2d—In order that the public may become better acquainted with the goods, the prices, the qualities and the business methods of

GEORGE W. HEAN'S PRESCRIPTION

### PHARMACY.

Read the paper through—it will help you to obtain the greatest possible economy in drug buying. It will assist you in the keeping of good health. Some of your friends may not have received the paper; we will be glad if you will lend it to them.

That will help all of us.

This paper is not published to push the sale of patent medicines. We have them for sale, and will supply them when asked, and at the lowest prices. Probably there is far more health injured than bettered by the taking of many of them. Careful eating, lots of outdoor exercise and soap and water are a thousand times better and much less costly than nearly all of the patent medicines.

### PROPRIETARY ARTICLES.

Our own preparations put up ready for sale are not patent medicines. We do not claim they will cure any and every ill. Take for instance our "Headache Wafers"; our "Teething Powders"; our "Neuralgia Mixture," etc. These are simple, yet effectual homely medicines. They are prepared from absolutely pure drugs, the only kind we keep. They are prepared in small quantities so as to always insure freshness and purity. Their formulæ will be shown to any customers wishing to know what they are taking.

Food is kept in the house for to-morrow's hunger. A little medicine should be there for to-morrow's pain.

# **ONE EYE WITNESS IS BETTER THAN TEN HEARSAYS.**

That our papers give results is not a matter of hearsay. Hundreds of eye witnesses (advertisers) testify to the fact that the way to get Results is to advertise in

## **Boyce's MONTHLY WEEKLIES**

The monthly has a proved circulation of over 500,000 copies and the weeklies over 600,000; the rate per line in each is \$1.60, no discounts. Come and go as you please. Let your results determine the length of your contract.

**YOURS FOR RESULTS,**

**W. D. BOYCE CO.,** **Boyce Building,**  
**CHICAGO.**

**THE  
NEW YORK  
JOURNAL**

**Exact  
Justice**

to all men, all classes and all parties makes a newspaper truly great and influential. Reach the hundreds of thousands of readers of the JOURNAL through the newspaper they not only read but know they can implicitly rely upon.

**The Journal**  
W. R. HEARST.

DESIGNED BY CHARLES AUSTIN BATES NEW YORK

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